



PARKER
IS
LEADER!

© 1960 PARKER FINELINE PENCILS
MADE IN U.S.A.

Today there are
over 40,000,000
Parker owners.
Each year sees
Millions more!



Parker is First
-in Quality, in
Public Favour,
in Saleability



Adequate Stock
is the secret of
Successful
Retailing!



This Book shows
what others are
doing - What
YOU can do!



PARKER is Leader! Through all the years of Parker history one guiding principle has governed every aspect of Parker activities—"to create as perfect a pen as human genius can produce." The finest craftsmen, working with the best materials, furnished with the latest equipment, using all the arts of modern science and invention, and guided by a sane management whose whole policy is wrapped up in the one word "Quality"—have produced pens and pencils that have become the proud possessions of over 40,000,000 people living in every corner of the globe. This restless striving for quality has called for patience and courage in the expenditure of time and money on continual experiments to improve still further the world's best fountain pen. That is why a Parker Pen is to-day the cherished possession of so many millions of people who have insisted upon having the finest writing equipment for their daily use. And—more important to you as retailers—that is why there still remain many more millions of people who have a coveted ambition to own a Parker Pen. One day each will give expression to that repressed desire, and buy a Parker Pen for themselves or tell a friend or relation that it is the one gift they would really like to possess.

It is for all these reasons that we say "You order *safely* when you order *liberally* from Parker." For we know, as you do, that a retailer needs to be well assured of public demand for any merchandise he may purchase. Only by being certain of demand can he avoid accumulating a collection of unsaleable merchandise for which he has paid out good money but which does not return him any profit, much less return his capital or take care of his overhead costs which go on week after week. A bookseller, for instance, dare not order a large stock of a new novel until he is SURE of public demand. A jeweller likewise orders sparingly of a new silverware pattern until he is SURE that it is going to sell. Being sure of demand is the "commonsense" principle which guides every retailer in his purchasing, for only by being sure of demand can he secure adequate return for the money he invests.

Just THREE factors make demand consistent as well as insistent:

(1) public interest must be *long established*.

Parker advertising has run continuously month by month, year by year for *many* years in every part of the world.

(2) the article must be in *universal use* to be sure of wide public acceptance.

Parker Pens and Pencils are sold and used in every corner of the entire civilized world.

(3) the article must be smart and *in tone* with public desire and taste.

Every Parker design, every colour, every style, has been *pre-tested* by being put on sale in experimental areas, and having its popularity actually *measured*, before it is included as regular merchandise.

Successful Parker retailers, because they realize the fundamental truth underlying these facts, have waived and always will waive, their customary caution in buying when it comes to Parker. They have proved for themselves, by sale after sale and profit after profit, that Parker is universally known to the public as the best pen there is; that the need for it as part of present-day life is so fundamental that every person coming into or passing their shops is a prospective purchaser; that Parker is a line of merchandise that is "style-right" and completely in tune with the accepted idea of the pen modern men and women should own.

Many have proved, too—by the loss of Parker sales in their early days when caution made them buy only the smallest stocks—that the one basic factor which decides whether sales are small or large is A BIG ENOUGH RANGE FROM WHICH A CUSTOMER CAN CHOOSE. Parker has built up a strong conviction in the public mind that it is worth while to spend quite some time in choosing a pen because of the infinite variety of styles, colours and nibs available. The shop that can offer only a few pens almost invariably loses the sale because the customer feels, and quite rightly, that so important a purchase should be made carefully and with full knowledge of what comprises the complete range, and so refuses to buy from so small a selection. This is a case where sales are always on the side of the big, comprehensive stocks.

This Booklet shows to some degree the greatness of the Parker Pen Company. It shows, too, how retailers in Britain and many lands are building fine businesses for themselves by displaying and selling from really adequate stocks of Parker Pens and Pencils, the finest merchandise of its kind the world has yet seen. Read it carefully and then consider once again whether you are getting all you *can* get of the enormous business the world is doing with Parker.

FROM THIS MODERN CANADIAN FACTOR

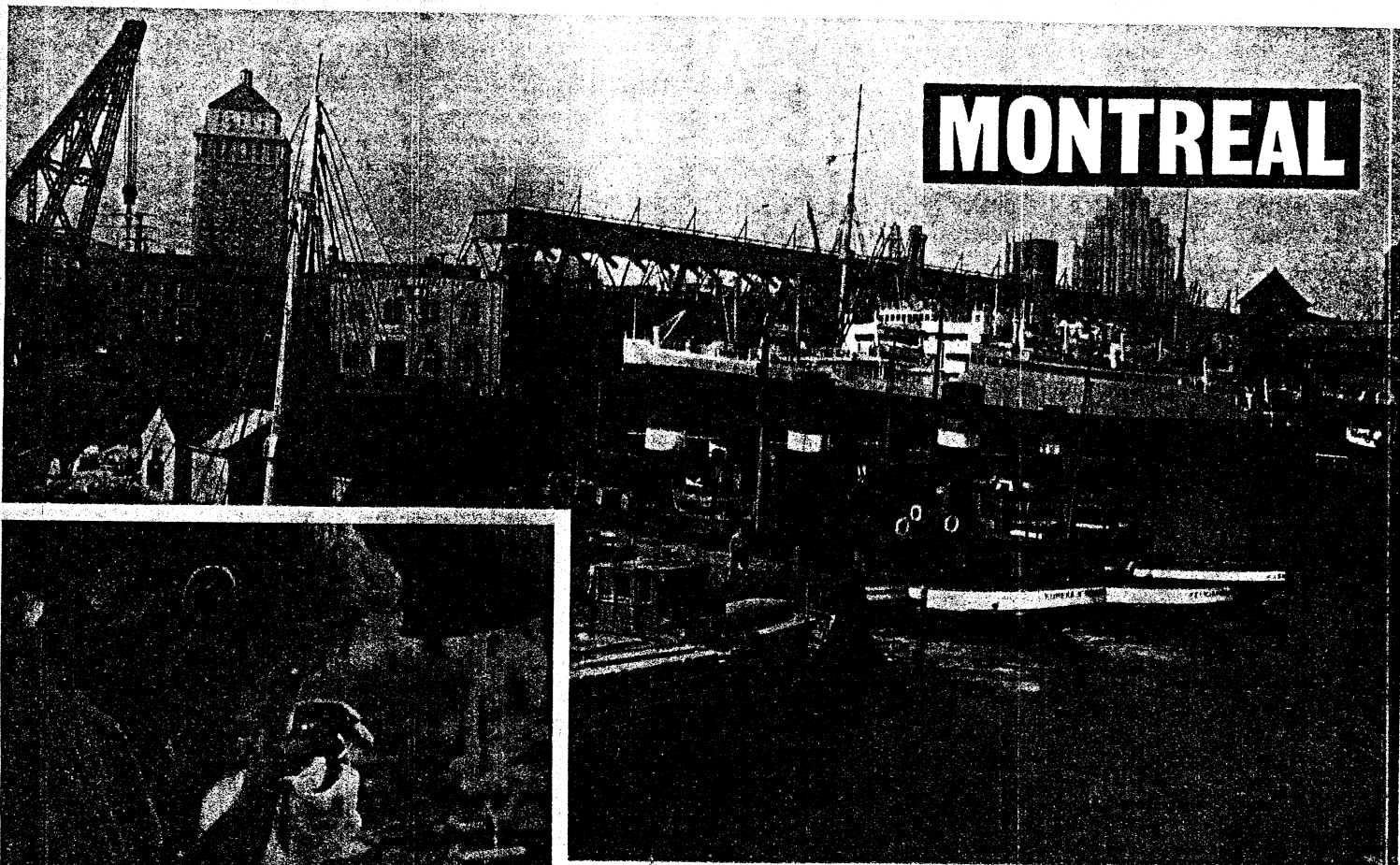


(Above) Home of The Parker Fountain Pen Co. Ltd., this modern factory and office building is situated on Toronto's busy and beautiful University Avenue, scarcely a stone's throw from the famous Royal York Hotel. It is one of the most up-to-date and efficient pen-making plants in the whole world.

(Left) Mr. R. O. Pennington (standing), Managing Director, supervises Parker's sales operations throughout Canada's nine provinces. Former member of the Canadian Expeditionary Force, he has served his country and his company with distinction. Here he is seen discussing 1939 plans with Mr. J. C. Grier, sales supervisor, and Mr. C. Swinden, factory superintendent.



PARKER PENS travel to many Lands!



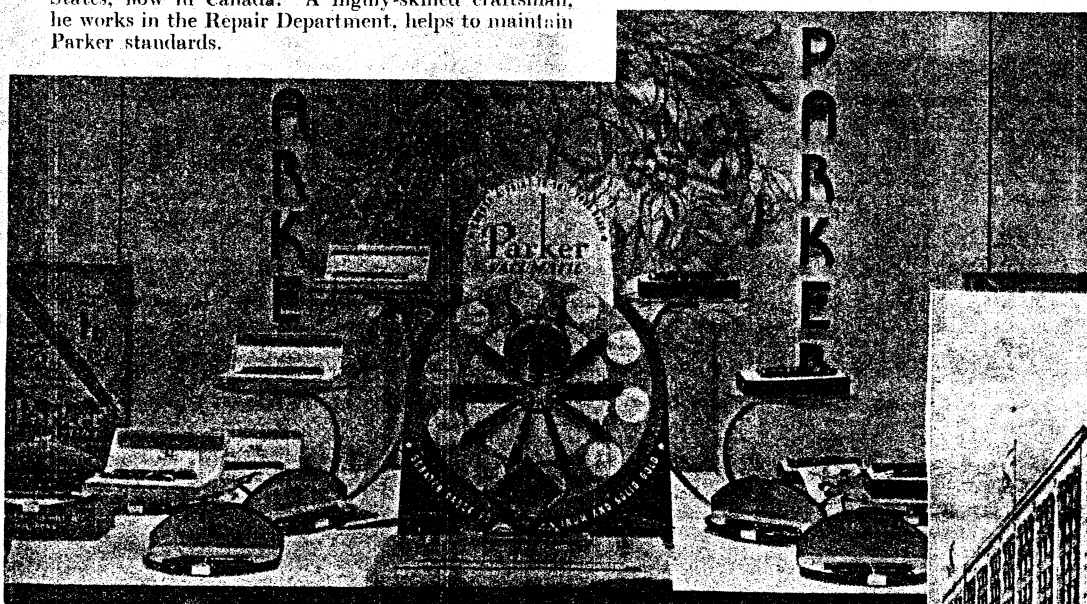
MONTREAL

—James Sawdey

(Above) From Montreal's bustling waterfront Parker Products are shipped to Parker Headquarters in London, thence not only to retailers all over Great Britain and Eire, but also to Scandinavia, France, Holland, Belgium, Germany, Italy, Portugal, Egypt, and scores of other countries besides.

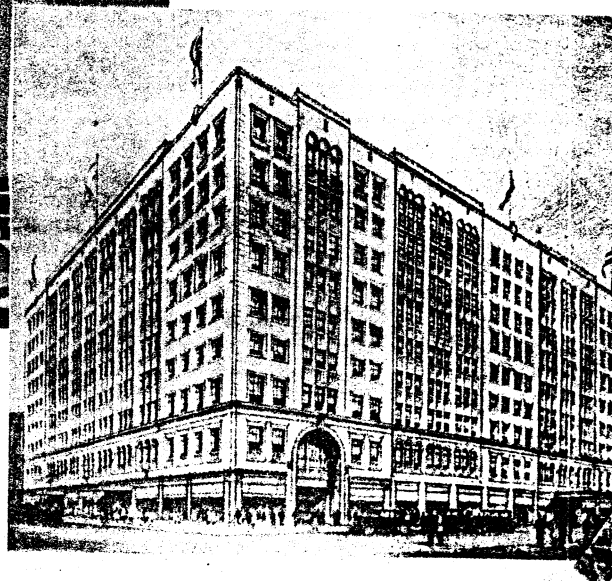


(Above) For 34 years Charles Cobden has made fountain pens—first in England, next in the United States, now in Canada. A highly-skilled craftsman, he works in the Repair Department, helps to maintain Parker standards.

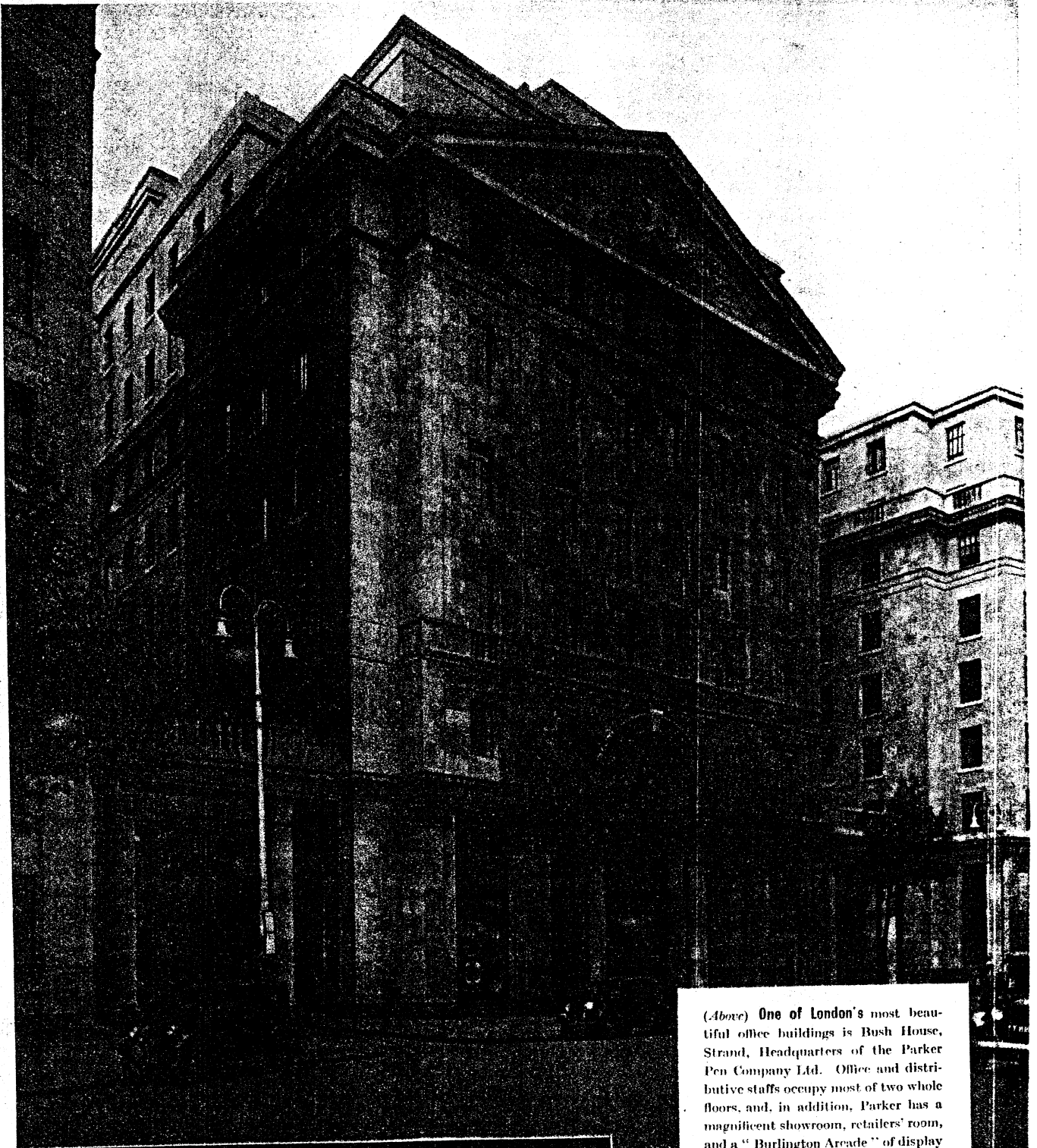


(Above) It might be in Oxford Street, London, Fifth Avenue, New York, or Champs Elysees, Paris, but it isn't—it's in Montreal, Canada. A Parker window display of T. Eaton & Co., Canada's largest mercantile concern with branches right across Canada.

(Right) Messrs. Eaton's store in Montreal.



BUSH HOUSE, STRAND—PARKER'S LONDON HEADQUARTERS



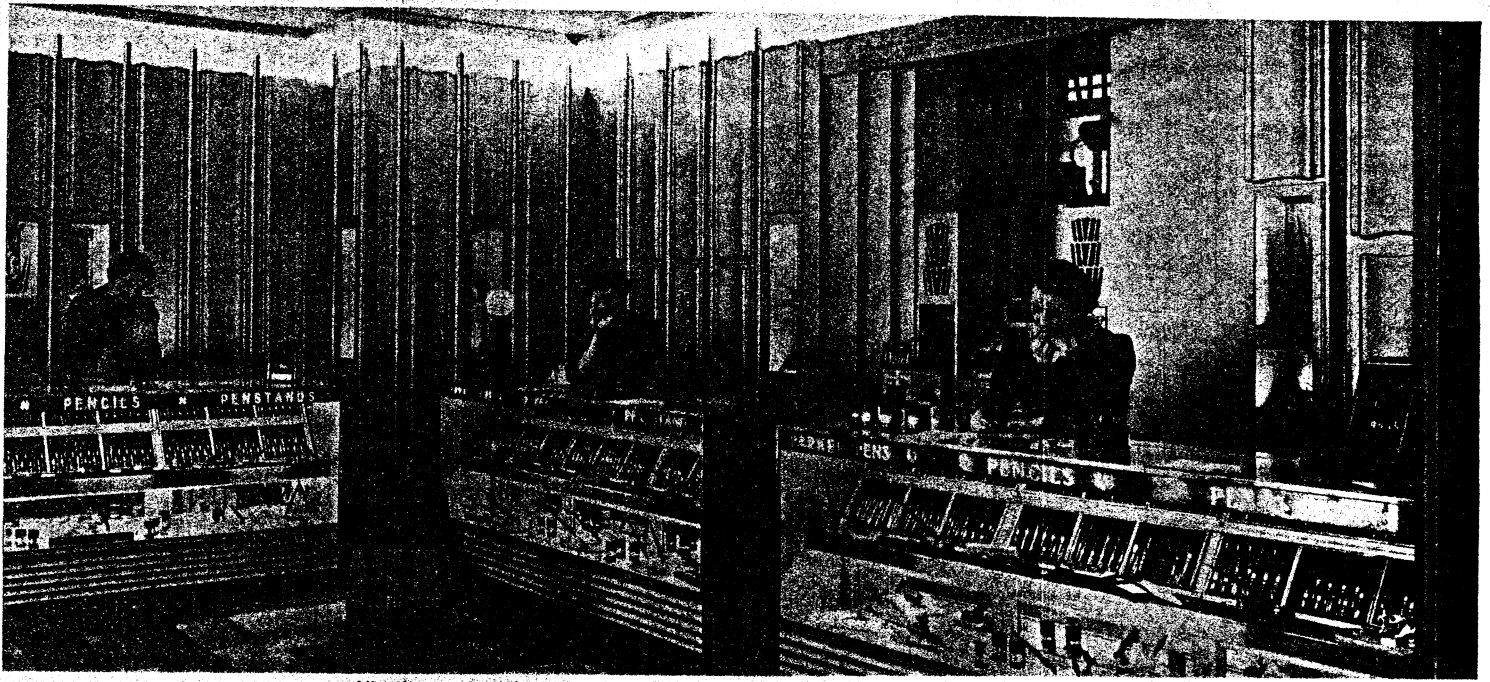
(Above) One of London's most beautiful office buildings is Bush House, Strand, Headquarters of the Parker Pen Company Ltd. Office and distributive staffs occupy most of two whole floors, and, in addition, Parker has a magnificent showroom, retailers' room, and a "Burlington Arcade" of display windows in the Grand Foyer.



(At left) Mr. A. R. Zoccola, left, Managing Director of the Parker Pen Company Ltd., first sold Parker Pens in South America and South Africa, taking charge of the Company soon after its inception in 1924. He has travelled widely, speaks many languages, is regarded as one of the most forthright business chiefs in the country.

Viscount Molesworth, right, Chairman of the Board, has played an influential part in Parker's steady climb to the leading position in the fountain pen industry in Great Britain. He is the head of one of Britain's oldest titled families and a member of the House of Lords.

Presided Over by Viscount Molesworth and Mr. A. R. Zoccola



(Above) Like the smartest shops in London and Paris, is Parker's attractive Showroom at Bush House.



(Above) A corner of the Repair Department, Bush House. Here retailers and users alike get a prompt and efficient service.



(Above) Orders from British Retailers and Overseas Distributors are handled by a trained staff in these well-equipped general offices.



Retailers' Room. Here Parker retailers and their sales assistants come for newest selling ideas and to see the latest in Parker fountain pens and display material.



The Grand Foyer in Bush House. On both sides of this beautiful entrance are Parker display windows (seven in all), seen by thousands daily.

LONDON,

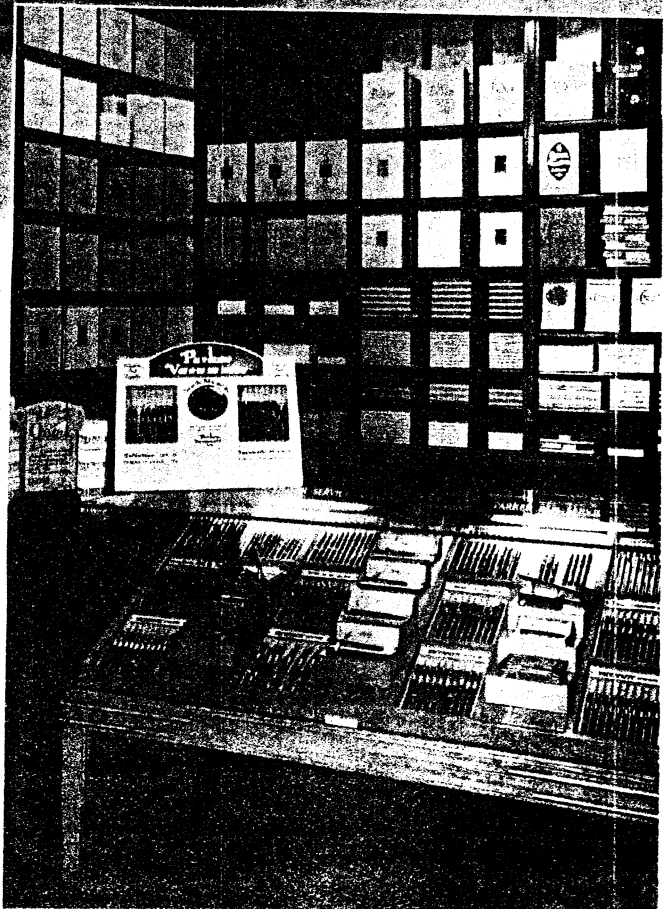


We could devote a whole book to the success stories of Parker retailers in Great Britain. Here we select just a few at random which are indicative of the way Parker is regarded by retailers, both large and small, who have put our theories to practical test and proved, over and over again, by hard cash takings, that Parker is a line which does yield handsome profits.

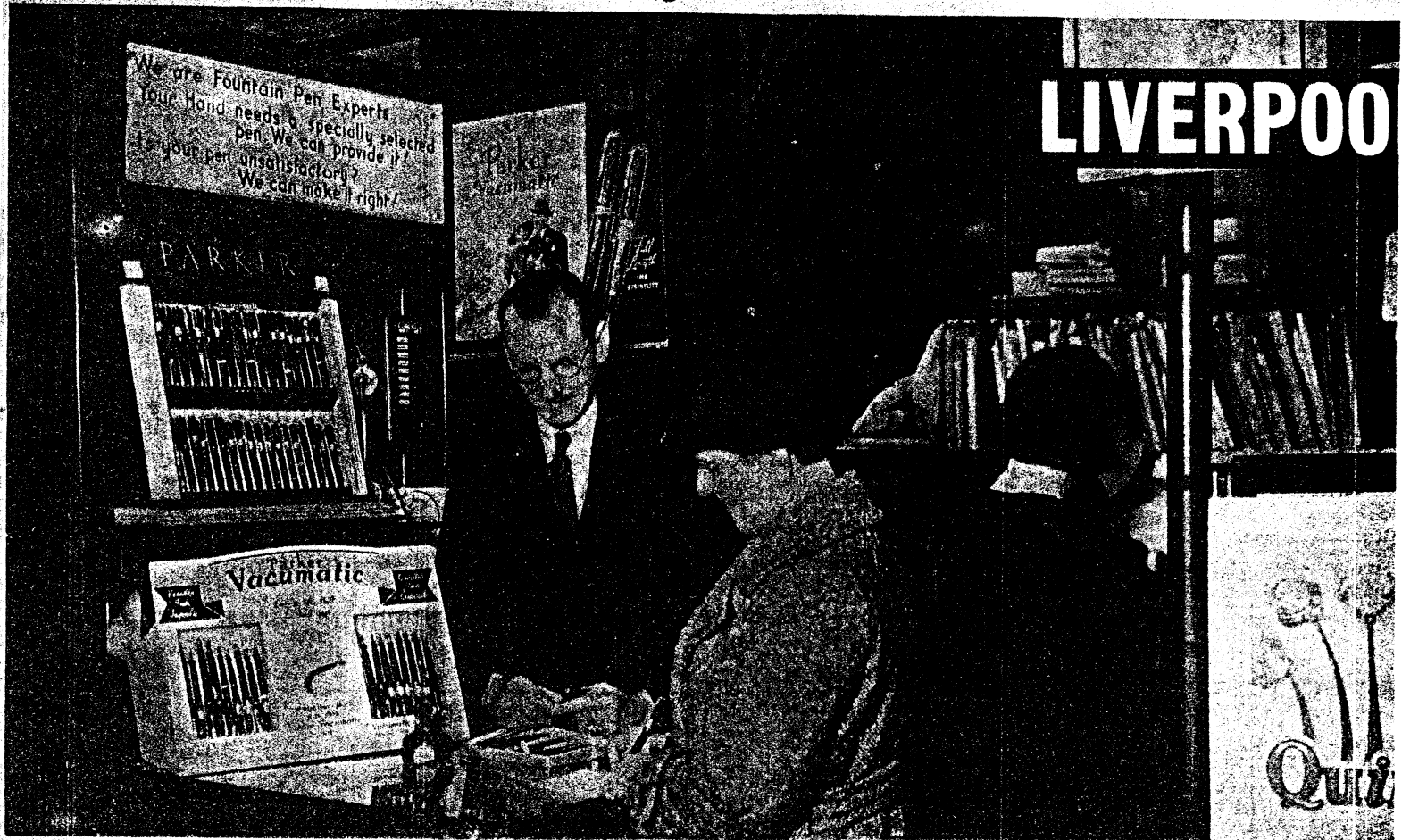
Scores of these retailers added Parker to their range of merchandise, with a lurking doubt that the Parker story was just a little too good to be true. They felt that even if some retailers had done well in this high priced line, their case would almost certainly prove the exception to the general rule. They argued, as some retailers still argue, that their shop, their district, their customers were different. They bought cautiously. They put them on display with a good deal of hope but not a great deal of faith. And then, bit by bit, the confidence which comes from selling a line which is accepted by the general public as the finest in its class, began to take a grip on them. As their first small stock dwindled they re-ordered a little greater quantity, and progressively, year by year, they have gone on increasing their investment in Parker because they have proved that the bigger the stock the bigger the sales. Many retailers who started with only a two-dozen assortment—barely sufficient to cover the Parker nib range let alone every colour and every size—to-day have Parker Floor Cases with 12-dozen and even 24-dozen stocks!

Look carefully at these pages—notice the prominence given to Parker by retailers in big cities and even small villages—realising as you do so, that they like you, cannot afford to give so much prominence to lines which are not fast sellers. The space devoted to Parker by these retailers is a better confirmation of Parker's dominant position than anything we could tell you.

Messrs. Bedford Fish & Co. Ltd., of King's Cross Station, London, N.1, whose window and Parker Floor Case are illustrated on this page, say: "We have noted that in spite of a general decline in trade in London, our sales of Parker Pens have continued to expand. May we take this opportunity of expressing our thanks to you for the new discount scheme you are bringing into operation this year. It is a very definite encouragement to retailers like ourselves who show and sell pens throughout the year, and we feel sure will be appreciated by genuine dealers everywhere."



PARKER IS *first!*

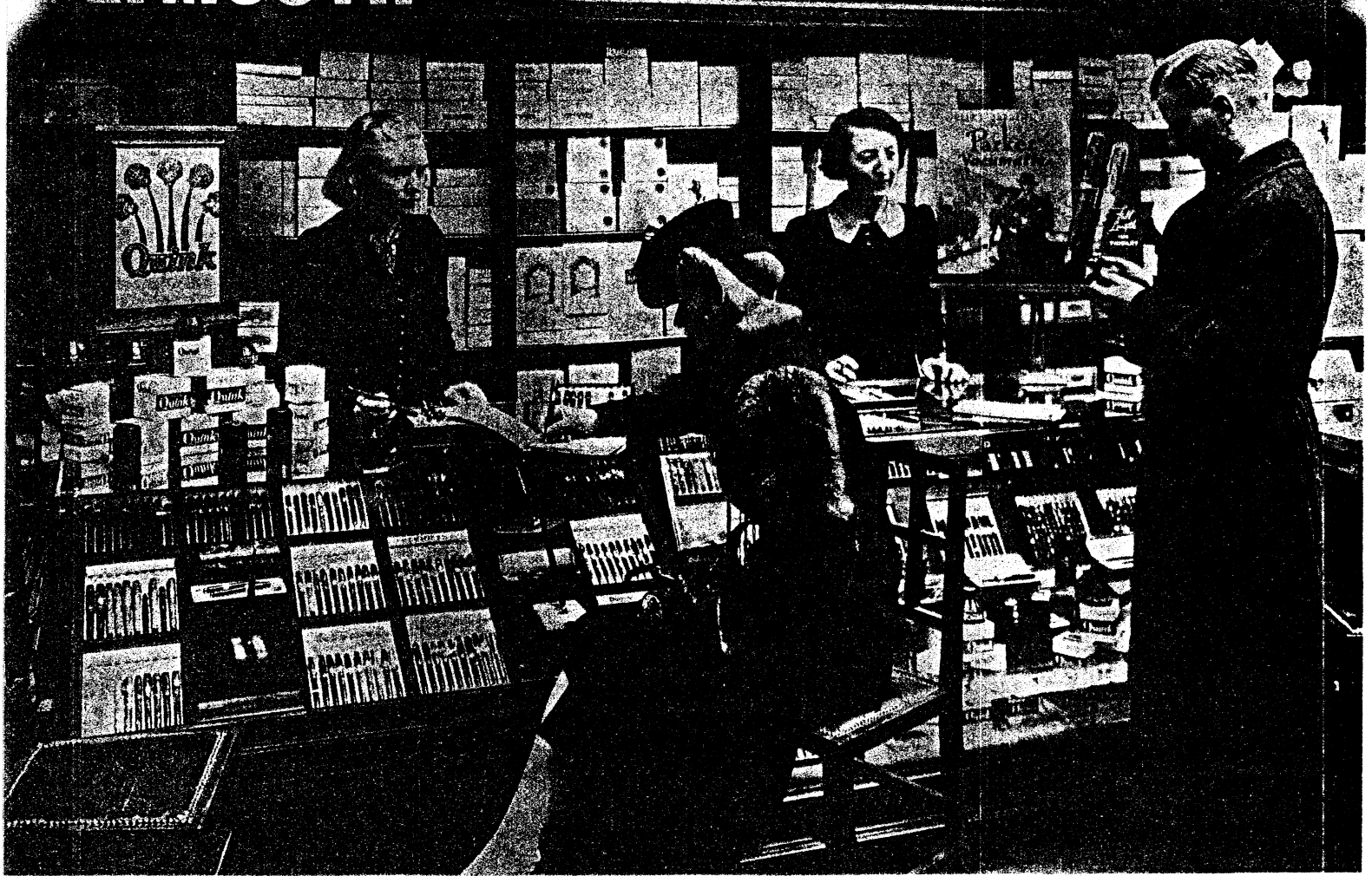


PHILIP SON & NEPHEW LTD., of Church Street, Liverpool, say: "In our pen department we stock and sell all the leading brands of fountain pens. As you know, our business with you has shown a very consistent growth during the last year and a half. We believe this increase in business to be largely due to our practice of 'selling quality, not price!' It appears to us that your pens, your advertising and display material are all designed with this idea of selling quality. It seems, too, that a policy of higher unit sales with greater net profit, is our own as well as yours."

STEPHEN & POLLOCK, of Ayr, write: "In fact, we might say that our stock Parker Pens is larger than all the other makes put together. This has been a gradual development over a period of years and the present state of our stock simply goes to prove which make of pen is in steady demand. Parker in their advertising has always stressed this point" (economy in buying quality), "and we have found from over ten years' experience of selling PARKER Pens that this policy has been absolutely sound, but in addition their advertising brings customers to the shop."



PLYMOUTH



HOVE



Here are two fine photographs of retailers in busy South Coast towns. Above is the excellent pen department of Messrs. Harris & Sons, George Street Plymouth, who write: "We are pleased to note that our sales of your productions have justified us in placing orders with you to an amount sufficient to qualify us for the 10% rebate for the successive year. This may be regarded as evidence that your remarkable advertising campaign and your general method of assisting dealers are bound to bring results provided the retailer gives genuine co-operation. 1938 was not an easy year but we find that what was a less malign influence on Parker sales than on the sale of most products we handle."

Since the above was written Messrs. Harris & Sons have again written advising us: "We now have returns for two months of the current year, and are pleased to report a further increase in sales in each month."

At left you see the pen counter at Messrs. Combridges, of Church Road, Hove. Notice the fine Parker showcase which has recently been installed. Messrs. Combridges say: "The sale of Parker are very satisfactory and with the new admirable showcase which you have supplied we anticipate a considerable increase. With renewed thanks for your valued co-operation."

It's the same story all Over the Country

KILMARNOCK

Mr. Jamieson, Jeweller, of Portland Street, Kilmarnock: "I am now only stocking Parker pens and pencils, believing that the goods and the service are the best."

LONDON

Messrs. Leonard Lydall, of Dulwich, S.E.: "We are naturally gratified with the progressive demand which is due to your enterprise in creating public interest in Parker Pens."

SUTTON

Messrs. William Pile Ltd., of High Street, Sutton: "We express our appreciation of the service you have given us during the past year."

KINGSTON-UPON-THAMES

Messrs. Bentalls Ltd.: "We have been very pleased with our sales of Parker products and the helpful service you always give us, and hope to do even better this year."

DUBLIN

"It is a pleasure, and essentially a profitable business, dealing with a real live organisation whose policy is 100% co-operation with the retailers of its products. We are pleased to record a crescendo of sales, dating from 1933, reaching the peak in 1938, and, we hope, soaring into the stratosphere in the current year," say The Pen Shop, of Suffolk Street, Dublin.

WEST RIDING

A firm of Stationers in the West Riding of Yorkshire write: "We would say that the sales have come up to (and perhaps even better) our expectations, especially in the bigger price pens, and since installing one of your cases a few months ago, the demand is certainly on the up grade."

LONDON

Messrs. Ward's Stores, Seven Sisters Corner, London, N.15, write: "We are pleased to inform you that we trebled the sales of Parker Pens in 1938, and consider this was brought about by the persistent help and advice to our assistants, by your representative, who created a Parker push."

N. WALES

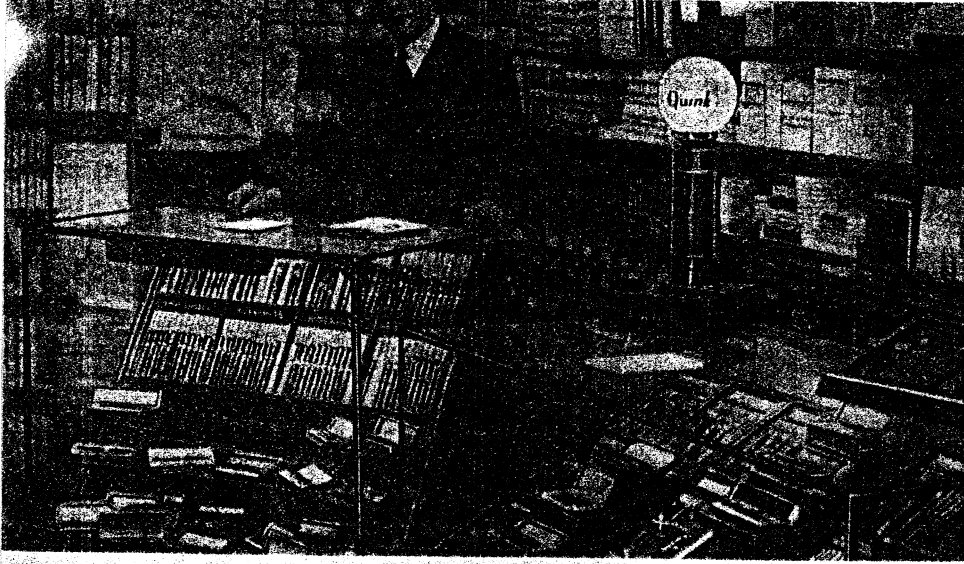
Mr. E. Morgan Hughes, of Amlwch, said 12 months ago: "One of the best things we ever did in our business was to have the Parker Floor Case fixed up. During the Christmas Season of 1937 our sales of Parkers was four times what it was in 1936, and we have every confidence that this will still be beaten." Writing recently he referred us to this statement and added: "Progress has been fully maintained."

ALDERSHOT

Messrs. W. & L. Hunt, of Victoria Road, Aldershot, write: "We have had a marvellous year for Parker Pen sales and this has brought in its train a substantial and steady increase in our sales of Parker Quink, for we realise that a Parker Pen sale means another customer for Quink."

EDINBURGH

Mr. James D. Tweedie, of Messrs. Urquharts, Queensferry Street, Edinburgh: "It is only nine months since I took up Parker goods, and I am more than satisfied with what I have done in that period. My shop is not in a main street. I find a Parker sale means, on many occasions, a sale of other goods, so here's luck to next year."



MR. JOHN BEE, of Whitefriargate, Hull, has proved the value of making a bold bid with Parker. Read what he says: "About 12 months ago I decided to make a bolder bid for the sale of fountain pens. For a number of years the sale has been increased year by year mainly by means of a mass display in the window. This has been very effective and has proved its drawing power. A definite corner with new showcases was set apart 12 months ago and a big display of actual pens made. The result has been the receipt of a respectable rebate cheque from you this morning."

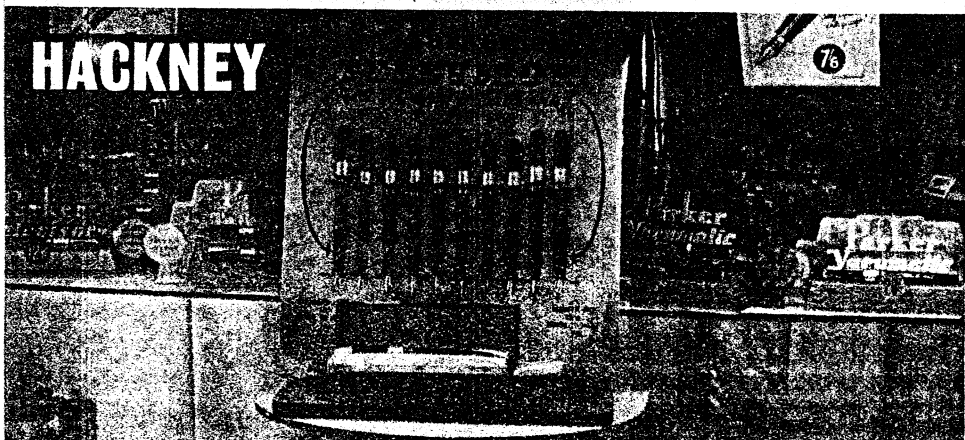
YORK



MESSRS. CHAPMAN & WILSON, of Coney Street, York, tell the same story: "We have pleasure in enclosing a photograph of our new fountain pen showcase. Since you installed this for us we have found a steady increase in sales. Its attractive appearance displays the pens very effectively and its design helps in the proper demonstration and selling of them."

MESSRS. CHAS. FISH, of Kingsland Road, London, whose display of Parker dwarfs everything else in their window, write: "You will be interested to know that my Parker Pen Sales last year showed a very pleasant increase . . . which appears to show that your consistency in advertising your pens to the public in good times or bad, helps the retailer who goes after the business. We started to feature Parker permanently in our window, with the result that to-day sales come with a pleasant frequency not only through customers buying pens for their own use, but from gift buyers, who appear to consider Parker the most suitable gift for a man."

HACKNEY



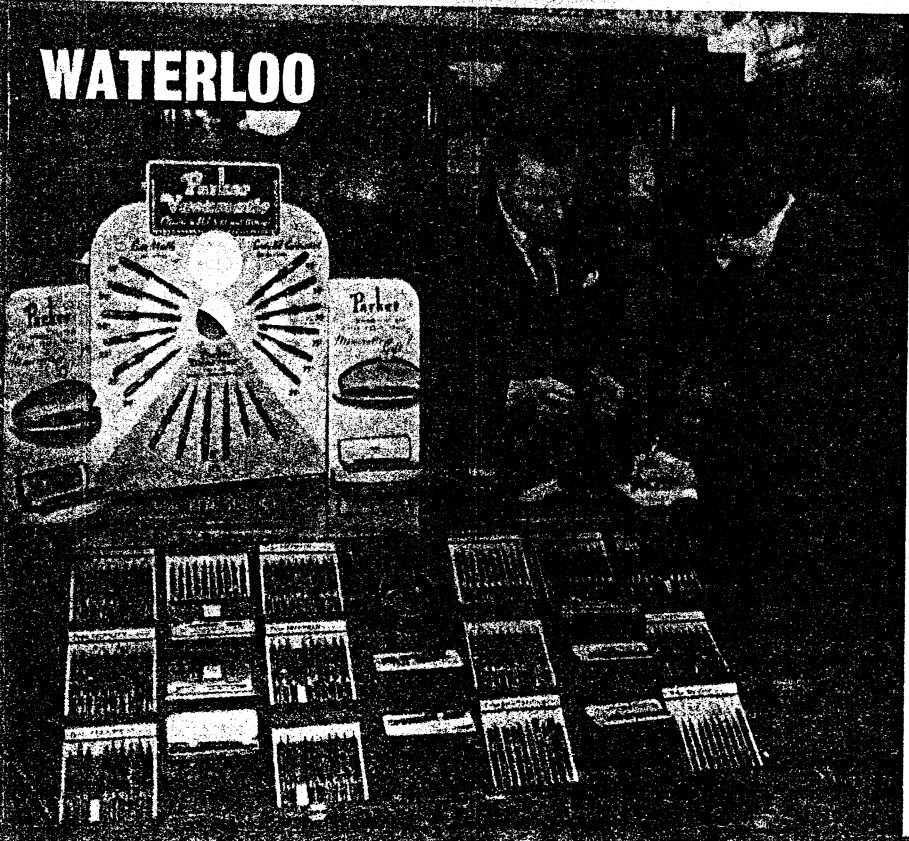
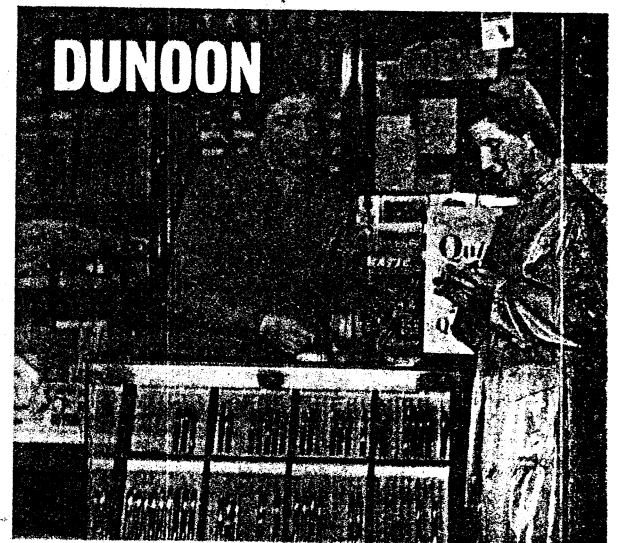


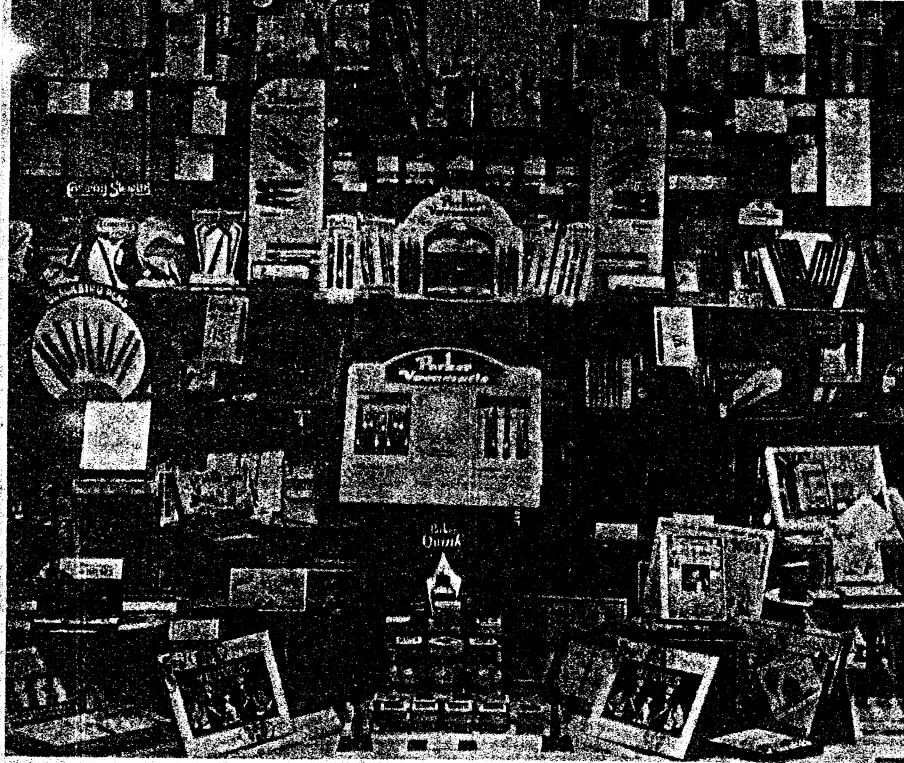
MESSRS. PHOTO SUPPLIES LTD., of CASTLE STREET, SWANSEA, contribute their quota to the Parker success stories: "Parker Pen sales have certainly very much improved since we installed your new case, and this enabled us to make 1938 a record year for Parker."

Right, you see the Parker showcase at MESSRS. SMITHS LIBRARY, of ARGYLE STREET, DUNOON. They write: "It is an inspiration to meet Parker's representative on his periodical visits. He always leaves me with another good order for Vacuumatic Pens and a sense of well-being and ready inspiration. My tip to any dealer in Parker Pens is to keep a complete range of nibs and prices so that one is always in the happy position of being able to satisfy the writing hand of any customer. I have built up my Parker business on this plan and since the days of the old Tan Duofold have increased my sales substantially."

A Parker a day during December! That was the achievement of **MR. J. A. JONES, of POOL STREET, CAERNARVON,** who writes: "This was my first Christmas in the new location. You will be very glad to know that I did very well with your line. During December my average was the sale of a Parker Pen a day. The magnifying glass display you sent me pulled enquiries and the Parker floor case enabled me to make effective use of my assortment of pens."

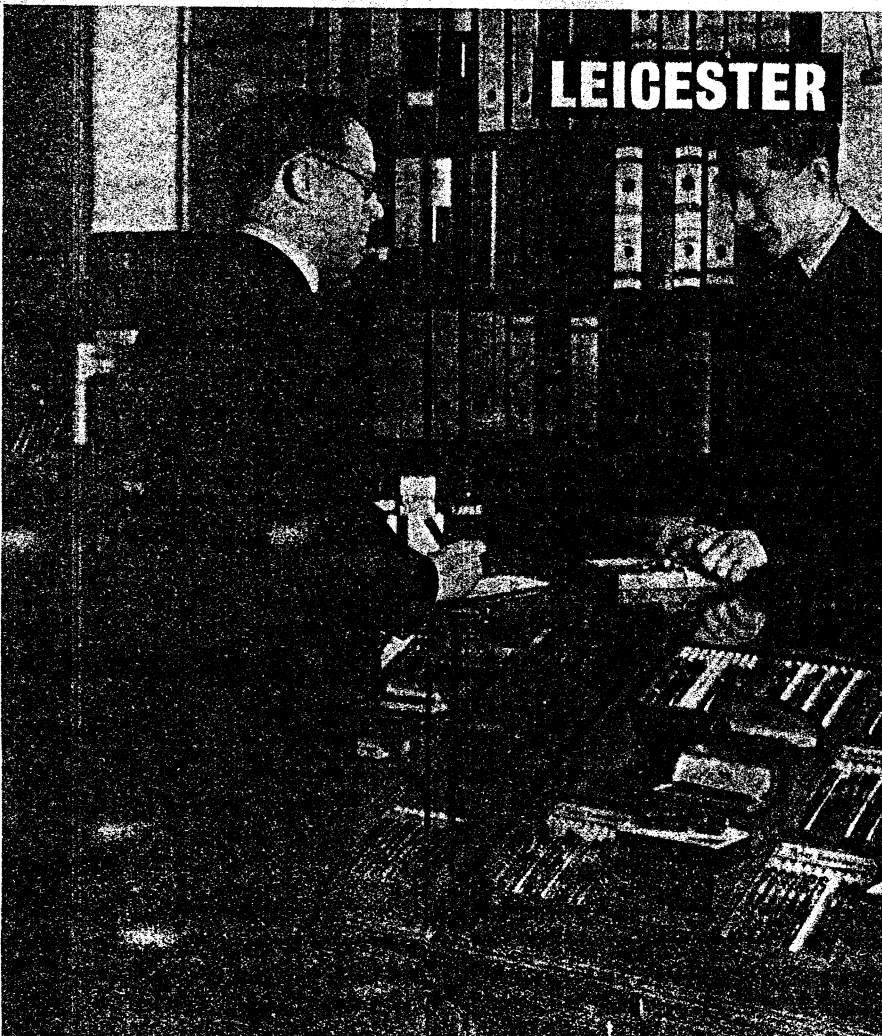
MR. F. V. SHAW, of SOUTH ROAD, WATERLOO, LIVERPOOL, has stocked several makes of pens for years but only Parker enabled him to sell 67 pens at over £1 in a fortnight. Read his own story: "I think that the following points may be of interest to you. It is only four years since we started to stock Parker Pens, and the sale of a fountain pen over £1 was something of an event which happened about once a week, and the sale of a 30/- pen about three times in a year. To-day never a single day passes without the sale of a Parker over £1 in value, our average, without the Christmas trade, being about twelve a week, including many sales of 25/- and 30/- pens. The population of the district has not increased in this period and as a matter of fact, in common with most suburban districts, many of our more wealthy customers have moved further afield. Not only do we feel that we have helped ourselves in this matter, but we have introduced the people of our district to a better product that has given them better service. A few weeks ago we ran a special Parker Show for a period of about two weeks and during this time we sold 67 Parker Pens. We cannot close without reference to the work that has been put in by your Mr. Bell, who has helped us in many ways, and without whose help we could not have built up our sales as well as we have done."





Notice how, time and time again, increased sales and record years go hand in hand with Parker displays! It is borne out again by the NORTH OF ENGLAND SCHOOL FURNISHING CO. LTD., of GRAINGER STREET, NEWCASTLE, who say: "Our Parker sales did come up to our expectations and we hope that 1930 will see these figures doubled. Since having stocked Parker Pens, our sales each year have increased!"

A steady increase in Parker Sales is maintained at Messrs. C. BROOKS & CO. LTD., of BELGRAVE GATE, LEICESTER, who write: "The 2 gross Parker Service counter is now installed alongside the smaller floorcase, making a very impressive pen department. It is encouraging to note the steady increase of our turnover in fountain pens, because, as you know, before we started with Parker just over two years ago, we were doing practically no pen business at all. Your new additional bonus discount makes the line a very profitable one and is much appreciated."



BRISTOL

Messrs. H. & W. Taylor Ltd., of Baldwin Street, Bristol: "We are pleased to say our Parker Pen sales for 1930 show an increase over 1927; this we believe is due partly to our keeping a continuous display in the same position in our windows. Owing to the nature of our business we are unable to allocate a great deal of room to pen displays, but have proved that by specialising in Parker Pens even a small continuous display can prove profitable."

CARDIFF

Mr. J. J. Lear, of Royal Arcade, Cardiff: "The sales of Parker Pens in my business for 1930 were most satisfactory, but I am looking forward to even greater success during 1931."

HAWKHURST

Messrs. Albert E. Piper & Sons, of Colonnade, Hawkhurst, Kent: "Since we stocked Parker Pens about four years ago our better pen sales have steadily increased, owing undoubtedly to two reasons: (1) Our giving Parker Pens a constant prominent show all the year round. (2) The all-year-round advertising of The Parker Pen Company. This December our sales were the highest that they have ever been, namely, ten sales of 20/- or over. We are not satisfied with this but we feel that for a village of only 3,000 population it is good."

LEICESTER

Messrs. T. H. Jeays & Sons, St. Martin's, Leicester: "We are pleased to say that our Parker sales are increasing every year and, what is more pleasing, is the steady all-the-year-round trade which we are now doing, thanks to the extensive Parker advertising campaign."

GLOUCESTER

Messrs. Minchin & Gibbs, of Westgate, Gloucester: "Pen sales were excellent during December and, in fact, fair during the year."

CORK

41% increase last year! Mr. M. A. Ryan, of Patrick Street, Cork, writes: "Glad to notice that there has been an increase of 41% in the past year. This has definitely proved to me that any increase in the Pen trade must be the result of constant effort in the earlier part of the year, as there is no use in depending on the few weeks at Christmas."

DEVONPORT

Messrs. Hoorns & Miller, of Fore Street, Devonport, say: "The sales of Parker Pens have certainly exceeded our expectations. We are looking forward this year to doubling our sales."

FRANCE



— To Parker Headquarters

One of the most beautiful boulevards in the world is the Avenue des Champs Elysees in the heart of Paris, fashion headquarters of the world. In its smart shops no articles of trade are accepted as being more fashionable than Parker

Pens and Pencils. But a step down the Rue Pierre Charron (*see above*) are the offices and stockrooms of the Agence Parker, S.A. (S. Begagon and C. I. Margry), Parker distributors for France.

— Ewing Galloway

LE CADEAU POUR TOUTES LES OCCASIONS

MARIAGES ANNIVERSAIRES

Offrez le stylo le plus apprécié

Le Parker est le plus apprécié des stylos parce qu'il est le plus sûr, le plus pratique, le plus durable. C'est pourquoi il est le cadeau idéal pour toutes les occasions. Parker est le plus apprécié des stylos parce qu'il est le plus sûr, le plus pratique, le plus durable. C'est pourquoi il est le cadeau idéal pour toutes les occasions.

Parker Vacumatic

PERFECTION MECANIQUE

FRANCOISE PRECAUTION

Consommateurs Parker's pour le France et l'Europe Agence Parker S.A., Rue Pierre Charron, (Champs Elysees)

HOLLAND



— Ewing Galloway

In the smart shops of Amsterdam Hollanders purchase thousands of Parker Pens and Pencils each year. Mr. William R. Rikkers, distributor, with the help of Parker advertising in Netherlands newspapers, has made Parker the big seller.

PARKER PENS ARE SOLD AND ADVERTISED IN 91 COUNTRIES

NORTH AMERICA

Alaska, Canada, Hawaii, U.S.A.

CENTRAL AMERICA

British Honduras, Costa Rica, Guatemala, Honduras, Mexico, Nicaragua, Panama and Canal Zone, El Salvador.

AUSTRALASIA

Australia, New Zealand.

SOUTH AMERICA

Argentine, Bolivia, Brazil, British Guiana, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela.

AFRICA

Egypt, Kenya, Madagascar, Morocco, Portuguese East Africa, Sudan, Tanganyika, Uganda, Union of South Africa, West Africa, Zanzibar.

EUROPE

Albania, Austria, Azores, Belgium, Bulgaria, Cyprus, Czechoslovakia, Danzig, Denmark, Eire, Estonia, Finland, France, Gibraltar, Great Britain, Greece, Holland, Hungary, Iceland, Italy, Latvia, Lithuania, Malta, Norway, Poland, Portugal, Roumania, Spain, Sweden, Switzerland, U.S.S.R., Yugoslavia.

ASIA

Afghanistan, Arabia, British Malaya, Burma, Ceylon, China, India, Indo-China, Iran, Iraq, Japan, Netherland India, Palestine, Papua, Philippine Islands, Siam, Straits Settlement, Syria, Turkey.

WEST INDIES

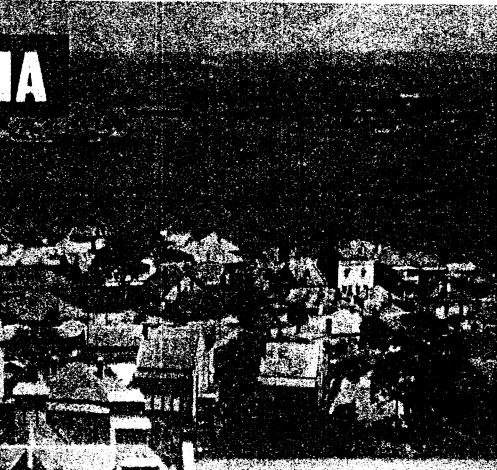
Barbados, Bermuda, Cuba, Dominican Republic, Netherland West Indies, Haiti, Jamaica, Puerto Rico, Trinidad.

IT'S THE SAME THE WORLD OVER—

PARKER PENS ARE

First!

AUSTRALIA



—Ewing Galloway

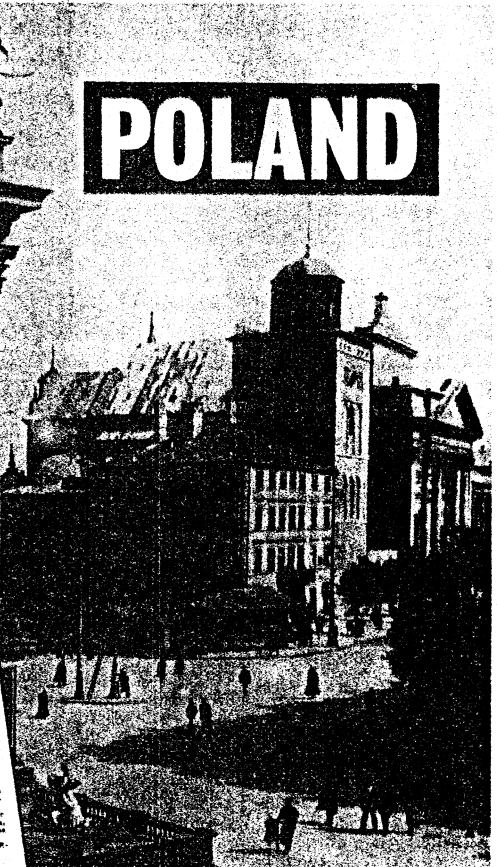
Into the great harbour of Sydney (above) and to Melbourne come large and constant shipments of Parker products, ordered by Australian retailers from Brown & Dureau Ltd., Parker distributors. Australians are as Parker-minded as their brothers and sisters in every part of the British Empire.

VIENNA



(Above) Always associated with the new, the modern, the fashionable, Parker Pens provide the motif for this ultra-modern shop of K. Kolm in the heart of Old Vienna.

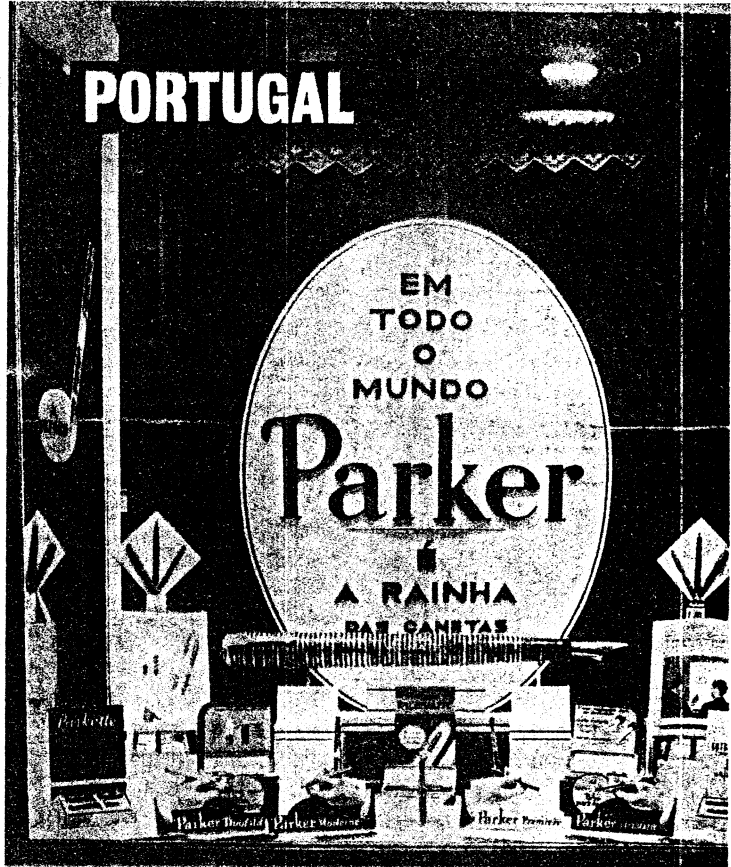
POLAND



—Philip D. Gendreau

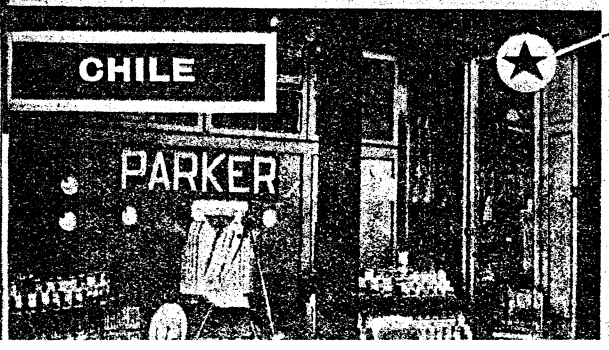
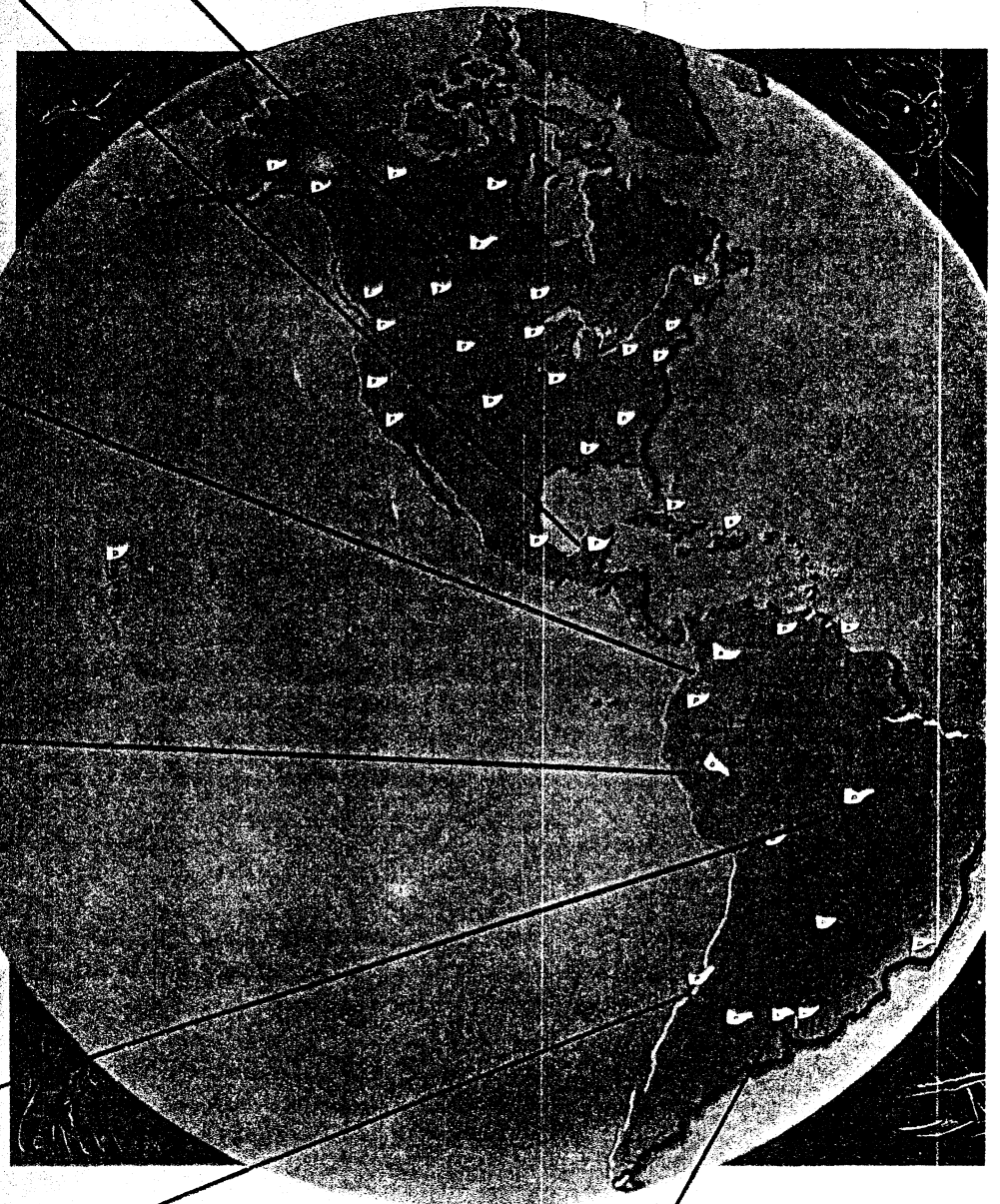
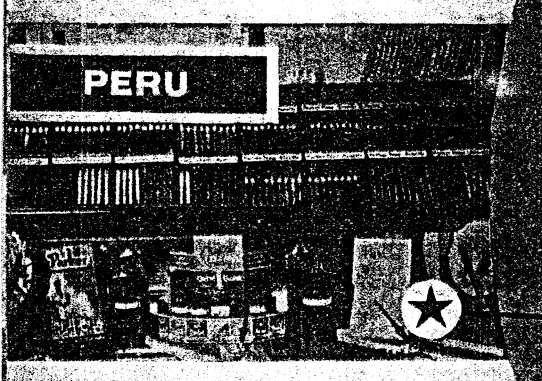
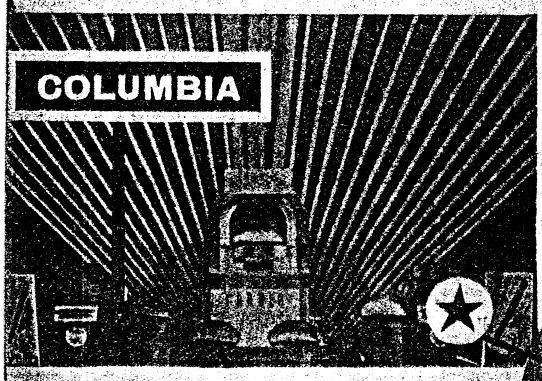
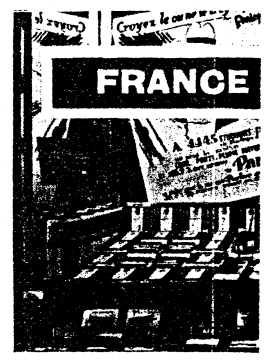
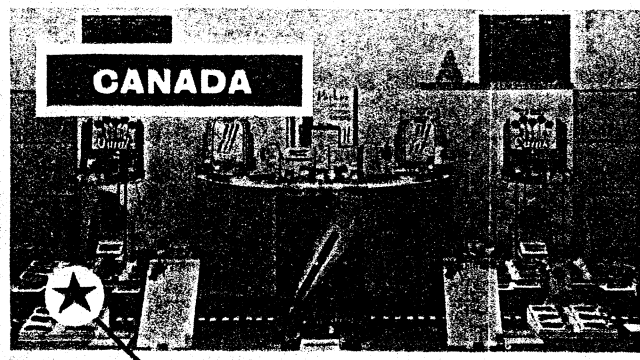
Well-known names in Poland are "Paderewski," "Pilsudski" and "Parker." Distributor of Parker products is Mr. A. J. Ostrowski. (Above) One of the fine old squares in Warsaw.

PORTUGAL



Except for the Portuguese lettering on the sign, this good looking window display might be in the window of a Parker retailer in London, Manchester or Glasgow. Instead it's in the window of Papelaria da Moda, Lisbon, who, like other Portuguese retailers, order from our distributors, Antonio Vieira Ltda., Lisbon.

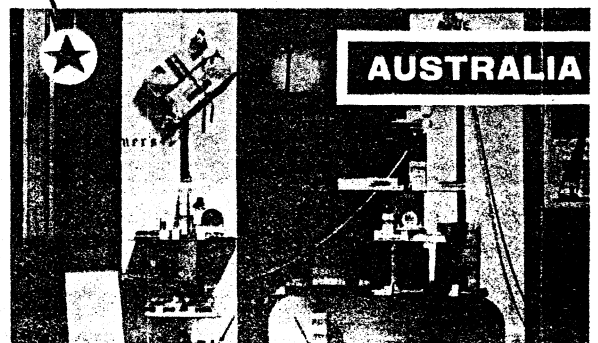
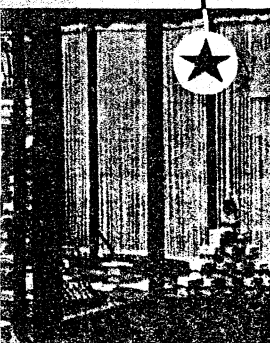
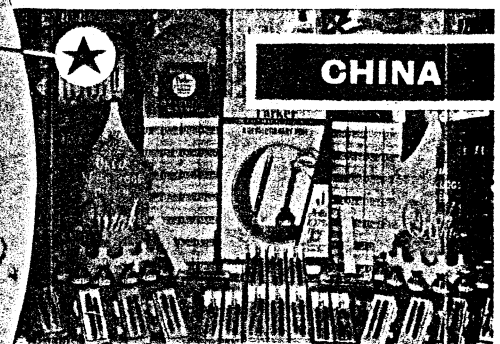
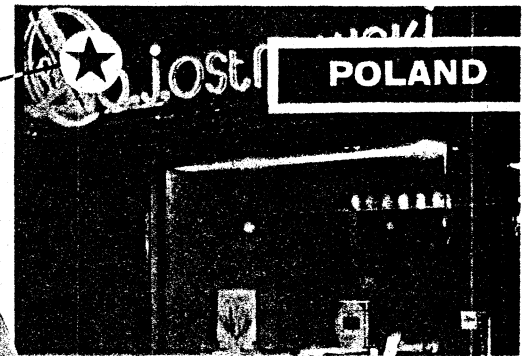
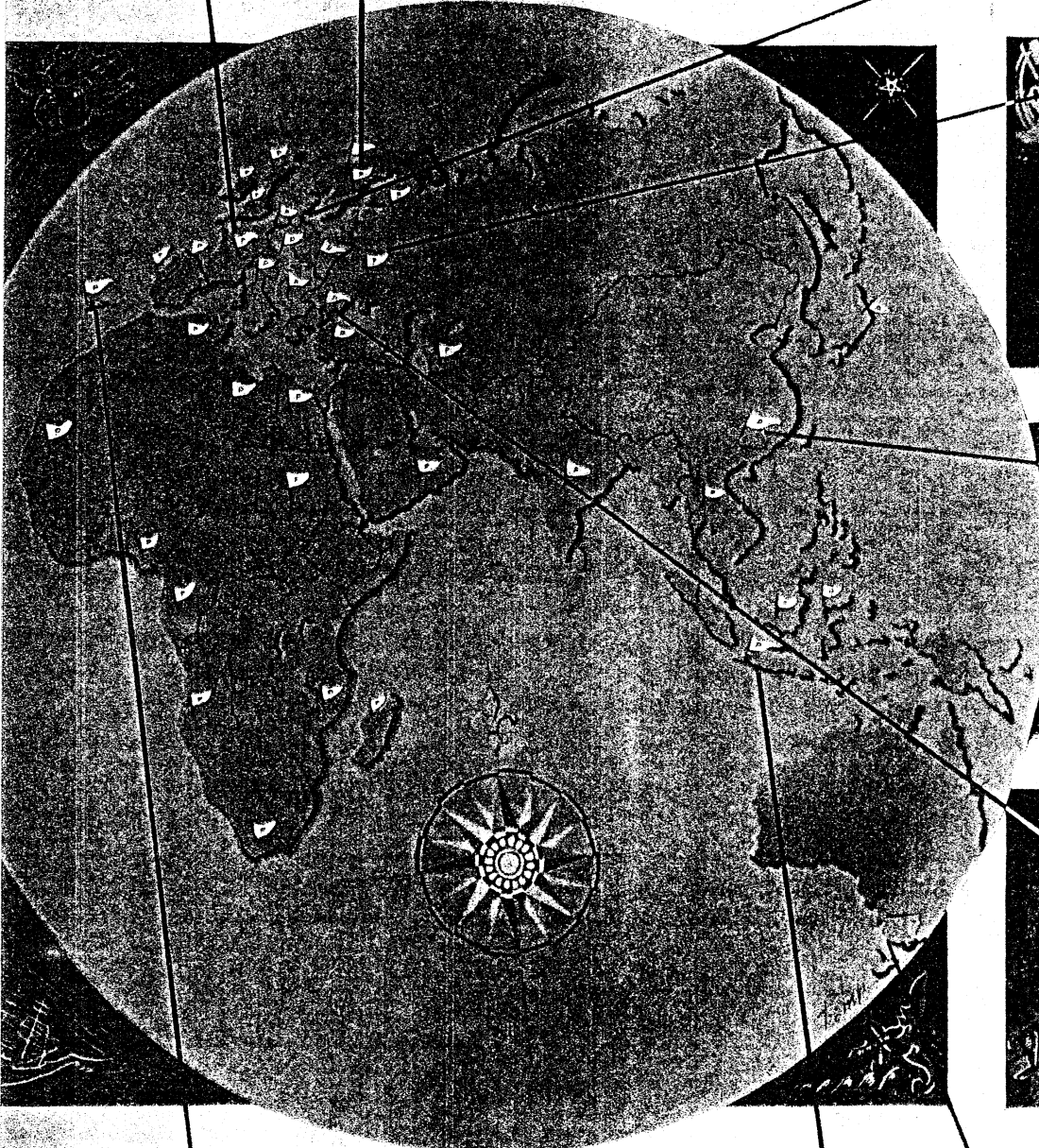
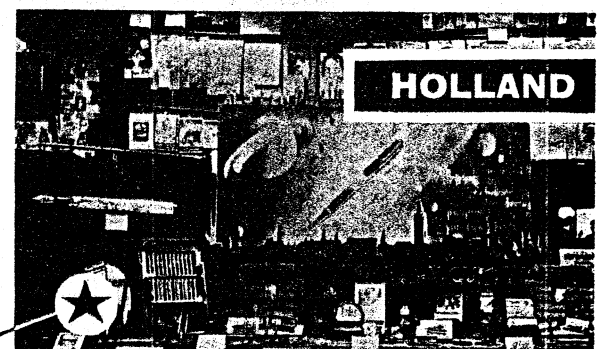
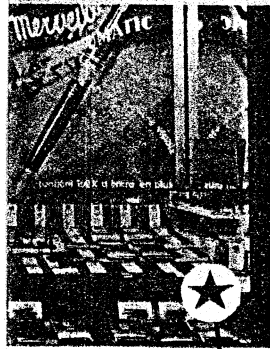
PARKER FENO ARE ADVERTISED Sold and Favoured in Ever

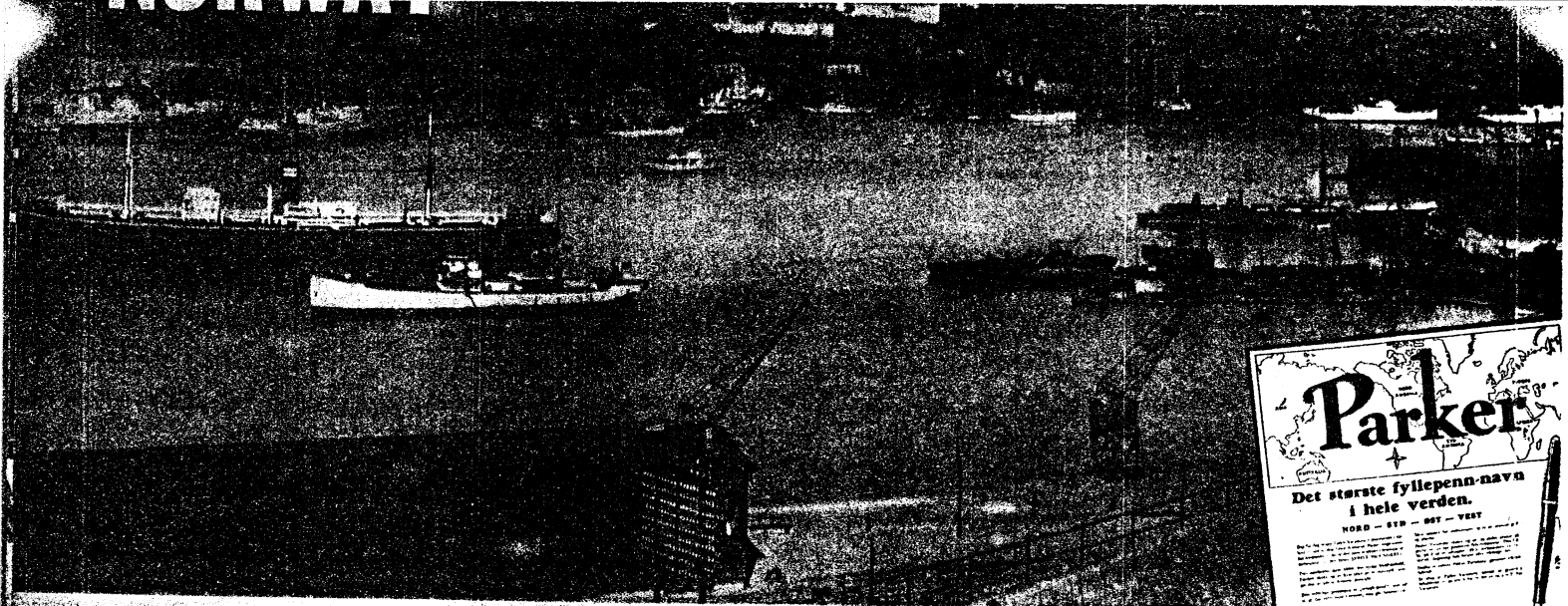


... of the World Distribution on Earth!

transit, so orders placed by Parker's many overseas distributors *must* be exceptionally large, and they ARE! Overseas importers, too, know that they order SAFELY when they order liberally.

Why, then, should any retailer for one minute cramp his business, lose sales and disappoint customers by carrying inadequate stocks?



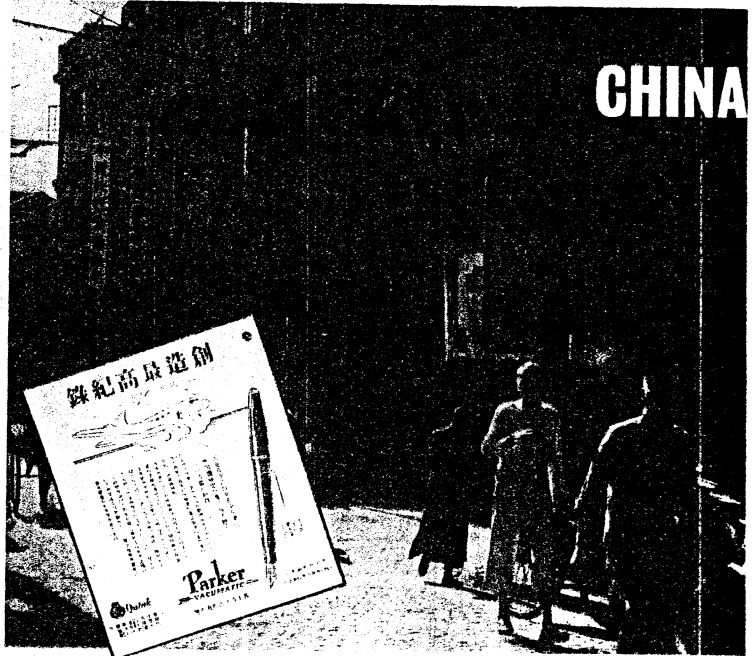
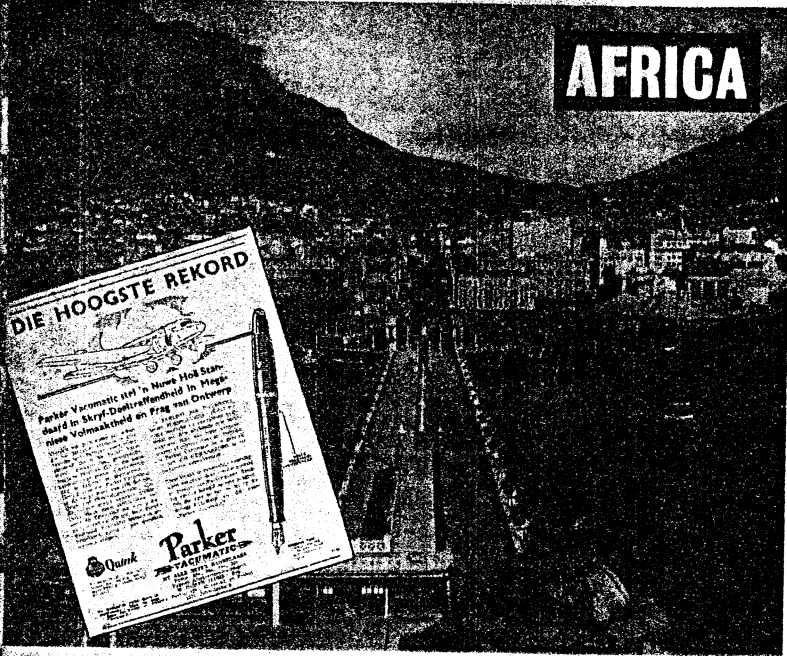


(Above) The teeming harbour of Oslo, capital city of Norway and port of entry for thousands of Parker Pens and Pencils, whose beauty rivals that of Norway's famous fjords. Parker distributor in Norway is the firm of Chr. Olsen, Oslo.

— Ewing Galloway

(Below) Table Mountain looks down on the city of Cape Town, South Africa's famous port. Parker Pens are favoured not only along the coast, but also in the great inland cities of Johannesburg and Kimberley. Parker Distributors are Messrs. W. Nissen (Pty.) Ltd.

(Below) To own a Parker Pen is the heart's desire of every Chinese, whether or not he can write. Considered as badges of affluence and intelligence, they are presented to valorous Chinese soldiers, for example, as military awards and are greatly preferred to the medals of the Occident.



Parker Pens and Pencils are a prized article of trade in the shops and bazaars of Jerusalem, Istanbul, Teheran, Mecca and Baghdad.

NEAR EAST PALESTINE · TURKEY · PERSIA · ARABIA



EAST INDIES JAVA · BORNEO · SUMATRA · NEW GUINEA



A cargo of Parker Pens reaches Batavia, capital of Java, after a long ocean voyage. Here Parker products far outstrip all others in popularity and sale.

BRAZIL



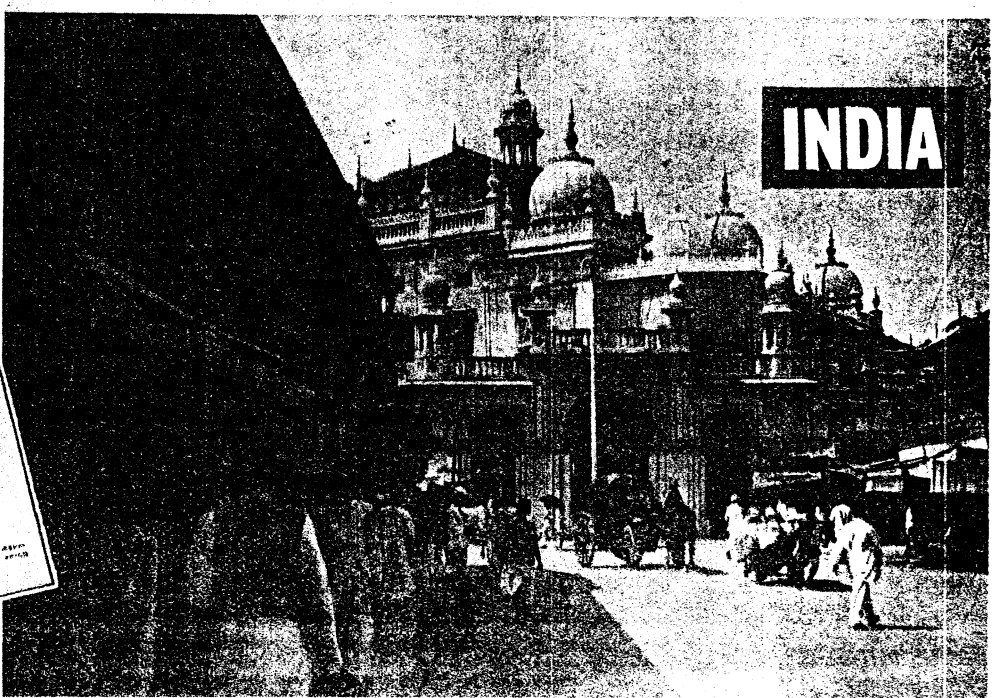
— Ewing Galloway

(Top) Parker Pens are almost as familiar a sight in beautiful Rio de Janeiro as its famed "Sugar Loaf" mountain which guards the entrance to Rio's magnificent harbour. Mr. J. G. Portela, of the firm of Costa, Portela & Cia., Parker distributors for Brazil, visits retailers by plane. (Above) Left to right, a Brazilian newspaper man; Mr. J. Monteiro, Parker sub-agent; Mr. Portela, and Mr. A. Guerra, a Parker retailer.

(Right) Parker Pens, like bicycles, are numerous in Denmark. So greatly favoured are they over other makes of pens that the firm of Chr. Olsen, Copenhagen, Parker distributors, is always busy filling retailers' orders.



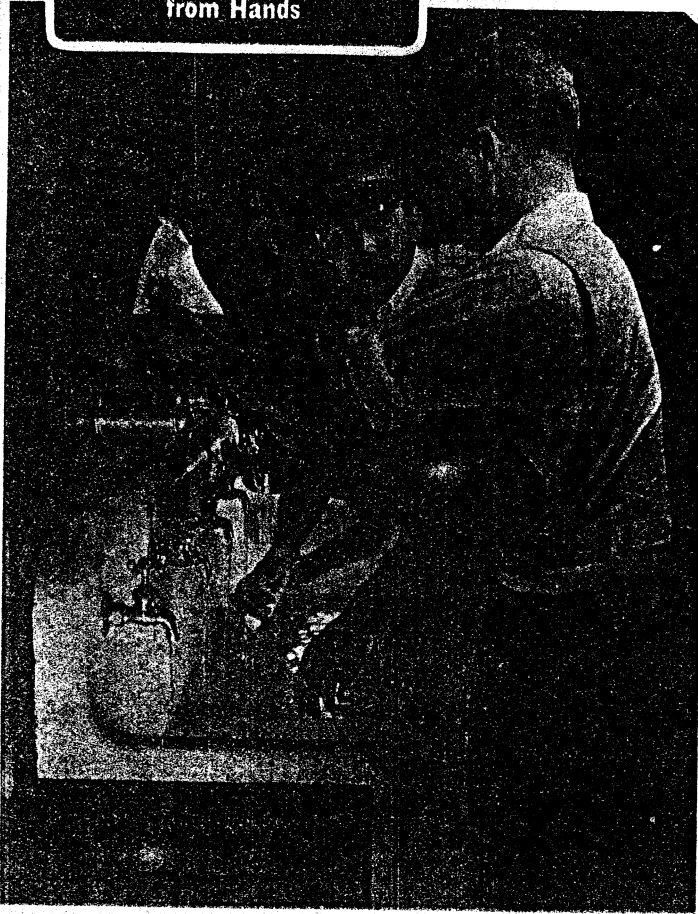
(Below) In India, as elsewhere, Parker Pens are important instruments of education and enlightenment. Parker distributors are Messrs. Dodge & Seymour (India) Ltd. India is a country of many languages and Parker advertises in English, Assamese, Bengali, Gujarati, Hindi, Hindustani, Kanarese, Malayan, Marathi, Sindhi, Tamil, Telugu and Urdu. (Below) A Parker advertisement from Ceylon, in Sinhalese.



PARKER PAYS £80,000 MORE

Yet Through Ingenious Manufacturing Methods

Gold Recovered
from Hands



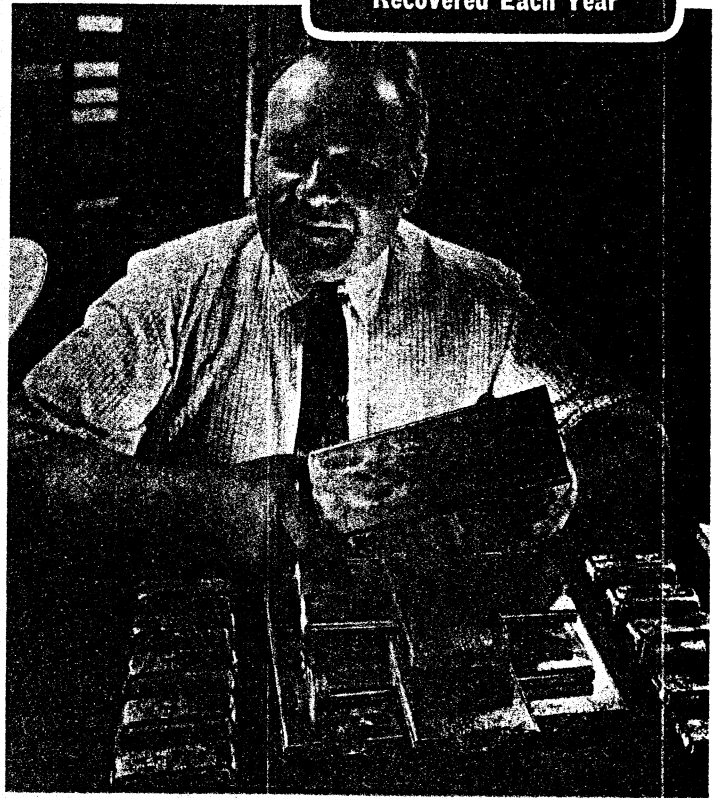
Workers in the Gold Nib department are required to wash their hands several times daily to remove minute particles of gold. Aprons are likewise washed daily in a special laundry. All washing water is carefully filtered, and some £14,000 worth of gold is recovered from it and from floor sweepings annually.

£1,600 Recovered
from Scrap Permanite



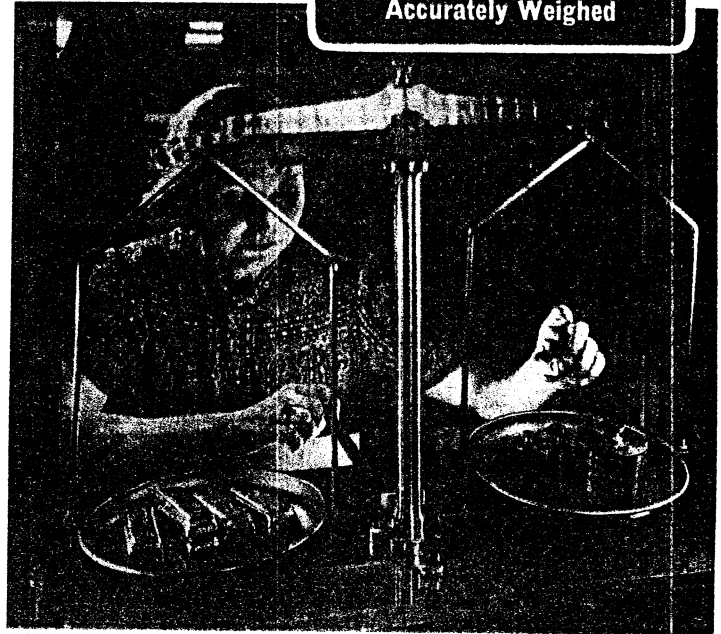
Formerly, hundreds of pounds worth of scrap Permanite (material from which Parker Pen barrels, caps and sections are made) was destroyed as worthless. But Parker scientists developed a method of reclaiming this valuable material, and remoulding it into usable form. Here a worker operates a huge "kneading" machine, an important step in this money-saving process.

£14,000 in Gold
Recovered Each Year



Charles Carpenter, supervisor of Parker's Gold Nib department, with £2,000 worth of gold. Seven times this amount is recovered each year from washing water and floor sweepings. Virgin gold is the largest single item of expense in the manufacture of Parker Pens.

Gold is
Accurately Weighed



Each year for the past five years, Parker has paid approximately £80,000 MORE for gold than formerly to make an equivalent number of pens and pencils. This is because the price of pure gold (above) has risen 7.4% and also because Parker Nib Points now contain more gold than formerly.

FOR GOLD THAN FORMERLY

has Not Raised the Prices of Parker Pens

£700 Worth of Osmiridium



Each Parker Vacumatic Nib is tipped with Osmiridium, hardest of metals and twice as costly as ordinary iridium. Parker pays approximately £200 per pound for it, refuses to accept any but the very finest grade. Osmiridium is kept in a huge vault together with gold and other precious metals. Here, Factory Superintendent D. McLaughlin holds £700 worth!

40 Separate Inspections



Each Parker Vacumatic Pen must pass 40 rigid inspections, is rejected if it fails in even one. Here Chief Inspector R. Dobson, assisted by his daughter Geraldine, examines a point, much as a jeweller would inspect a fine watch or costly diamond. Thus, every Parker Vacumatic is virtually a hand-picked product.

Gold is Rolled into Thin Strips



Parker Osmiridium

Ordinary Iridium



1939 SEES
PARKER
First



10-day... 33 $\frac{1}{3}$ %

PARKER PAYS



10%



"33 $\frac{1}{3}$ % IS NOT ENOUGH!"

*The great news
of 1939
Parker's Bonus
for the
Retailer!*



*The one and only
object of Parker
policy is to make
pen selling more
profitable*

It is safe to say that no slogan has ever caused so much surprise or so much interest in the fountain pen trade as Parker's 1939 assertion that 33 $\frac{1}{3}$ % is not enough discount for the good retailer. For to-day this slogan is on everyone's lips, ringing in everyone's ears, bringing its promise of greater prosperity to all engaged in the task of selling fountain pens in this country. And if you want to know why—it's because every retailer *knows* that 33 $\frac{1}{3}$ % is not enough.

The Parker Pen Company has been known for many years as the one company in the business that has the good of the retailer at heart. Parker has done many things, turned many of the trade's traditions upside down, in its determination to make fountain pen selling **WORTH WHILE AND PROFITABLE FOR THE ENTERPRISING RETAILER**. Whatever others may say, it is nevertheless true that Parker has never halted for an instant, never deviated for a day, from the determination and the belief that the prosperity of the fountain pen business depends upon the prosperity of the retailer. So it is quite logical that at the height of the Company's progress a step is taken in the *opposite direction* to the one that might have been taken, that many other manufacturers in similar circumstances have taken—by increasing the profit to those retailers who co-operate fully in selling Parker Pens and Pencils to the public.

Those who guide the policy of the Parker company know full well that to meet the conditions of carrying on a shop to-day the retailer must have more gross profit. Business expenses increase. Rents, Rates, Income Tax, Wages, all tend to go up. After examining thoroughly the actual costs of retailing to-day it is clear that for the retailer who performs his function properly, carrying adequate stocks and rendering efficient service, 33 $\frac{1}{3}$ % is not enough. For practically the whole of this is swallowed up in overhead expenses, and **NETT PROFIT** only begins where the customary 33 $\frac{1}{3}$ % leaves off.

Therefore, to meet the plain facts of this case, that the retailer in 1939 must have a bigger profit if he is to make his business both efficient and really profitable, Parker has made this momentous decision—to give

A BONUS OF 10% IN ADDITION TO A BASIC TRADE DISCOUNT OF 33 $\frac{1}{3}$ % TO EVERY RETAILER WHO HANDLES THE FOUNTAIN PEN BUSINESS SERIOUSLY AND IN A BUSINESSLIKE WAY.

Concurrently with this Bonus offer, our ordinary trade discount is changed from 35% to 33 $\frac{1}{3}$ % to bring it into line with the ruling custom in the trade.

IS NOT ENOUGH !

RETAILERS MORE!

Here is how the Parker Bonus will operate.

THE SPECIAL BONUS OF TEN PER CENT. (10%) on the nett amount of each invoice, after the usual trade discount has been deducted, will be granted to retailers who:

1. Stock Parker products on terms of reasonable equality with any other make, measured in number of items (pens and pencils). (Pens with a retail value of 7/6 or less and Pencils under 5/- not taken into account.)
2. Maintain and display a minimum stock of 4 dozen Parker items (pens and pencils) throughout the year.

(Because Parker advertising is continuous from January to December the full benefit of this heavy expenditure on advertising cannot be secured unless stocks are adequately maintained throughout the whole year.)

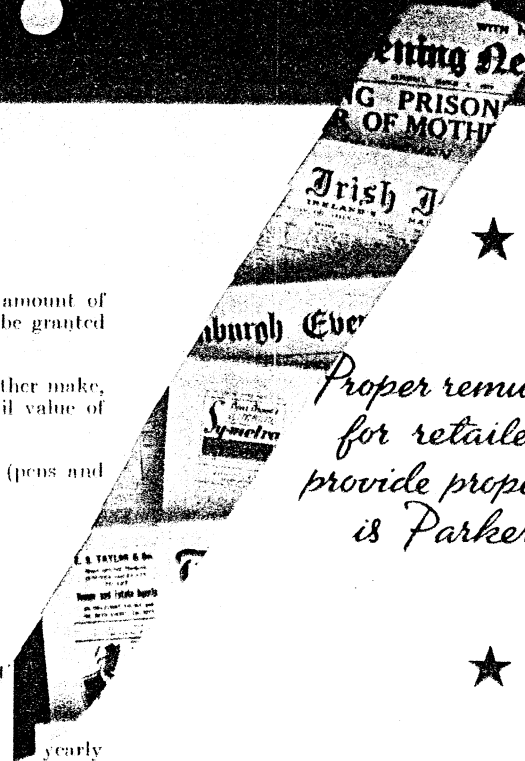

If cases arise where these terms are not being fairly complied with, the Parker Pen Company reserves the right to withdraw the bonus. The Company also reserves the right to cancel the bonus in cases where:

- (a) A retailer's total nett business with Parker falls below a reasonable yearly volume.
- (b) Unfair discrimination is shown against Parker in practice.
- (c) If for any other reason the account does not prove to be a mutually satisfactory business connection.



With this new Parker Bonus a New Era begins in the fountain pen trade. The "legitimate" retailer gains a new distinction and a fresh definition. He is the retailer who puts himself in a position to provide satisfactory choice and efficient service for his customers. He has more at stake than a mere "shopkeeper," and he is distinguished in the one and only proper manner, namely, by being **MORE ADEQUATELY REMUNERATED FOR HIS SERVICES.**

For the first time a manufacturer recognises the real problems and requirements of the sound retailer in the year 1939, and solves them in the one and only practical way-- by assuring the retailer of a satisfactory **NETT PROFIT** as the result of his efforts.

Again Parker is the pioneer!



*Proper remuneration
for retailers who
provide proper service
is Parker's aim*



*All pure nett profit!
Visualise what this
means to you
in hard cash!*

**By Appointment
to 40,000,000 People!**



There's a reason why 40,000,000 people, writing in many languages the whole world over, instinctively choose a Parker Pen.

They are discerning folk who seek the best there is. They are not all blessed with this world's riches, but they regard the pen they use as such an important item in the every day routine of life that they believe it is real economy to purchase the best pen the world has to offer.

And there is no questioning their wisdom, for when they become the owner of a Parker Pen they know that for mechanical accuracy, for perfection in styling, for a nib that will not falter or lose its original characteristics, a Parker Pen has no equal. They know, too, that the

nib of every Parker Vacumatic Pen is guaranteed for 25 years. And who will say that the cost of such a personal, and so satisfying a possession owned and used through every day of 25 long years is an extravagance at 20/-, 25/-, 30/- or 40/-? Certainly not YOU — once you have held one in your hand.

Go now to your nearest pen retailer. Ask to see Parker Pens. Handle them—write with them. Examine them critically. And as you do so, realize that among them there is one with a nib that fits your hand so perfectly you might imagine it had been ground for you personally by Parker's pen-smiths — the most skillful nib grinders in the world. You'll never let it go.

Ever Visible
INK SUPPLY

Parker Vacumatic
Regd. T.M.

Sealin Parker Television range with crystal window which tells you when ink is needed. Two sizes. Four colours. Pens 17/- and 21/6. Pencils to match 7/6. Made in Canada.

FEATHERLIGHT Touch! selling Pen 40/-
starts, instant flow of 30/-
Finest smooth Point of 25/-
Exclusive Laminated condition. 20/-
Capacity than Patented. *Matchable*
Diaphragm Filler. *Erased*
Barrels

Guaranteed Mechanically Perfect

Scratchproof Nib
of 14-carat Gold Guaranteed for 25 Years

Two Mothers Compare Notes



Here's the answer my dear! Washable Quink! It dries bold and clear... yet it can be washed right out of almost all fabrics!

What a blessing! I'll get a bottle tonight!
Parker Quink 9/-
Patent No. 318982 & 41

The Parker Pen Company Limited, Bush House, Strand, London, W.C.2

EVER CEASES!

EVERY hour of every day, every month of every year, Parker advertising is working for your profit. In national daily and weekly newspapers, in localized newspapers, in periodicals, in school and college magazines Parker advertising goes on ceaselessly creating Parker sales, building Parker prestige, from the moment a year begins until the moment it ends.

Seldom indeed do you find a manufacturer with such faith in his product that unceasingly, year after year, he will turn back into advertising so great a proportion of his profit as Parker has done and is doing. One reason is that the Parker Vacumatic is unique, there is no other pen to compete with it, and therefore every pound put into advertising brings its definite result in sales and increased likelihood of sales.

This result is visible for all to see. You see it in your own shop, where a volume of Parker sales is made that could never have been made without Parker's ceaseless advertising effort. You see it in your own future, in which fountain pen sales look more promising than they have done for decades. You see it in the way people act and talk when the name Parker is mentioned to them or a Parker Vacumatic pen is brought to their notice. To-day the Parker name is "among those present" in that small but vital list of world-renowned names—and it is Parker advertising that has put it there.

Parker advertising is the biggest force working for profit in the fountain pen trade to-day. That is why the progressive retailer takes great notice of it, welcomes it and uses his own ingenuity day by day to tie in with it. Parker advertising for 1939 began in 1924 and has continued ever since—the cumulative effect of fifteen years of it is the force that is building profits for you!



REACHES THE ENTIRE POPULATION



IN THE
BRITISH ISLES
47,000,000
people...

... See
120,000,000
Parker
ADVERTISEMENTS
each Year!

EVERY LITERATE MAN, WOMAN, BOY AND GIRL IN YOUR DISTRICT
SEES AND IS INFLUENCED BY PARKER'S GIGANTIC ADVERTISING CAMPAIGN

PARKER ADVERTISING

is now reaching out to develop

A BIG NEW MARKET



IT'S CALLED *The Rising Generation*

It has been demonstrated before that Parker KNOWS HOW TO LOOK AHEAD. Parker looked ahead and saw a big sale for high unit value, high quality fountain pens—and realized it. Parker looked ahead and saw greater turnover and greater prosperity for fountain pen retailers—and is realizing it. Now Parker looks ahead again—to the huge future market of the rising generation. Advertising started in 1937 in 134 school and college magazines, and is continuing month by month, year by year, at an increasing rate. Modern-minded boys and girls are growing up PARKER-MINDED—already their influence is being felt in gift sales—more and more as the years go on they will influence pen-buying, direct pen preferences to Parker. Keep this big potential source of profit well in mind—remember that the “young idea” wants the newest and most efficient pen there is, and that it knows that THE NAME TO LOOK FOR IS PARKER.

NORTH

Aberdeen University Review
 The Serpent (Manchester)
 The Student (Edinburgh)
 Arrows (Sheffield)
 The Gryphon (Leeds)
 College Echoes (St. Andrew's)
 New Durham (Durham)
 Glasgow University Magazine
 Calder Girls' School (Seascale)
 Elmwood (Harrowgate)
 Kent House School (Sale)
 Knavesmire H.G. School (York)
 Leek High School (Staffs.)
 Lymn Grammar School (Nr. Warrington)
 Marlborough College (Liverpool)
 Middlesbrough High School for Boys
 Meols High School (Hoylake)
 Morpeth High School for Girls
 Northampton School for Girls
 Orme Girls' School (Newcastle)
 Pudsey Grammar School (Leeds)
 Rugby High School
 Rutherford College (Newcastle-on-Tyne)
 Saltburn High School (Yorks.)
 St. George's Intermediate School (Northampton)
 Solihull High School
 Thornes House Girls' School (Wakefield)
 University School (Southport)
 Waterloo-with-Seaforth Grammar School (Lancs.)
 Windermere Grammar School

SOUTH

London University Gazette
 The Phoenix (Imperial College of Science, London)

St. Andrew's, E.3
 The Aylwin School, S.E.16
 Babington House, S.E.9
 Battersea Notre Dame High School
 Brondesbury & Kilburn High School, N.W.6
 Carlyle School, S.W.10
 Devon House School, W.11
 Gowan Lea (South Woodford)
 Haberdashers, Askes
 Hatcham Boys' School, S.E.4
 Henry Thornton School, S.W.4
 Convent of Jesus and Mary, N.W.10
 Malvern House, S.E.13
 Palmers Green High School, N.21
 Raynes Park County School, S.W.20
 Regent Street Polytechnic, W.1
 St. Anne's Convent, W.5
 St. Paul's Girls' School, W.6
 Shooter's Hill School, S.E.18
 Strand School, S.W.2
 Streatham Grammar School, S.W.16
 West Ham High School, E.15
 Westminster School, S.W.1
 West Kensington Central School for Girls
 West Kensington Central School for Boys
 Wilson's Grammar School, S.E.5
 St. Alban's Central School (Herts.)
 Athelstan School (Folkestone)
 Ambleside School (Alverstone)
 The Beacon (Bexhill)
 Balgovan Central School (Beckenham)
 Banister School (Southampton)
 Barfield (Farnham)
 Blatchington Court (Seaford)
 St. Boniface (Lee-on-the-Solent)
 Bromley County School for Boys
 Brynston School Magazine (Blandford)
 Courtfield House School (Bognor)

Farnborough Grammar School (Hants.)
 Fosse Bank School (Tonbridge)
 Hardenwick School (Harpenden)
 Harlow School (Essex)
 Harrow Magazine (Harrow-on-the-Hill)
 Hollington Park School (St. Leonards)
 Hounslow College
 Lewes County School for Girls
 Lillesden School (Hawkhurst)
 Lynton House School (Maidenhead)
 Mansfield College (Brighton)
 St. Margaret's (Buxted)
 St. Margaret's (Westgate-on-Sea)
 The Modern School (Jersey)
 St. Nicholas Prep. School (Hemel Hempstead)
 Convent of St. Martha (High Barnet)
 Osmington Prep. School (Tring)
 Penzance County School for Boys
 St. Piran's (Nr. Maidenhead)
 Queensmount (Bournemouth)
 Rosemead (Littlehampton)
 Southall County Sec. School
 Southover Manor School (Lewes)
 Steyning Grammar School
 Stotley Hall (Haslemere)
 Sutton High School for Boys
 Wallingford Grammar School
 The Warren School
 Winton House School (Croydon)
 Church of England College (Edgbaston)
 King Edward's Grammar School (Birmingham)
 Northampton School for Girls
 Wyble Green College (Birmingham)
 The Mermaid (Birmingham)
 The Isis (Oxford)
 The Cherwell (Oxford)
 Oxford Magazine

S.E. Essex Technical College Magazine (Dagenham)
 The Galleon (Portsmouth)

EAST

Granta (Cambridge)
 Cambridge Review
 Gownsmen (Cambridge)
 R.A.F. College Journal (Cranwell)
 St. Hugh's School (Woodhall Spa)
 St. James' Secondary School (Grimsby)
 St. Mary's School (Colchester)
 Norwich Notre Dame High School
 The Old Hall (Hethersett)

WEST

Sexey's School Magazine (Bruton, Som.)
 Beaminster Grammar School (Anglesey)
 St. Brandon's (Bristol)
 Cathedral School (Hereford)
 St. Chad's (Prestatyn)
 City & County School for Girls (Chester)
 Coalbrookdale County High School
 Gunnerside School (Plymouth)
 Ingleside School (Tiverton)
 The Park School (Yeovil)
 Runcorn County Secondary School
 Stoke Damerei School (Devonport)
 Sunny Hill School (Bruton)

GENERAL

Boys' Own Paper
 The Educator (Clark's College)
 Girls' Own Paper
 Gregg Magazine
 Pitman's Office Training

A NEW MARKET

Growing Up

WITH PARKER!

Selling

WITH THE AID OF PARKER

Here is a *Smartness* that you've never seen before in fountain pen display designed to perfection in eye-appeal and "buy-appeal" by men whose task is the study of display problems.

Here, too, is economy, not only in the purchase and equipment of your shop on lines that provide adequately the vital link with Parker advertising at the point of sale, but also in the *proper organization* of your Parker stock for display and sale to ensure full choice and yet keep down your capital investment.

Here is equipment you need to put your shop on a "Quality" basis, ready and eager to supply all the high-unit, high-profit Parker merchandise your town can buy. Some of these eye-catching, mind-stimulating displays take up *no more room than a chair*, yet they have all the inherent

The Beauty Appeal of Parker Pens

Illustrated Top Left

Here is Parker's new "Aristocrat" Floor Case—specially designed to ensure a really brilliant display while calling for only a moderate stock. Built of rich mahogany, finished in plate glass with maximum visibility, the "Aristocrat" Floor display takes up *no more room than a chair*. Ask for details.

Illustrated at Left

Parker's Floor Case No. P.S. 288 (to hold 2 gross). Made in rich mahogany or oak, with shadowless, concealed lighting and clear visibility from all angles. Fitted with magnifying glass showing nibs and Quink Filling Station. Details on request.

Illustrated Top Right

Floor Case No. P.S. 144 (to hold 1 gross), in mahogany or oak, with shadowless illumination and all-angle visibility. Fitted with magnifying glass and Quink Filling Station. Details on request.

is Easy

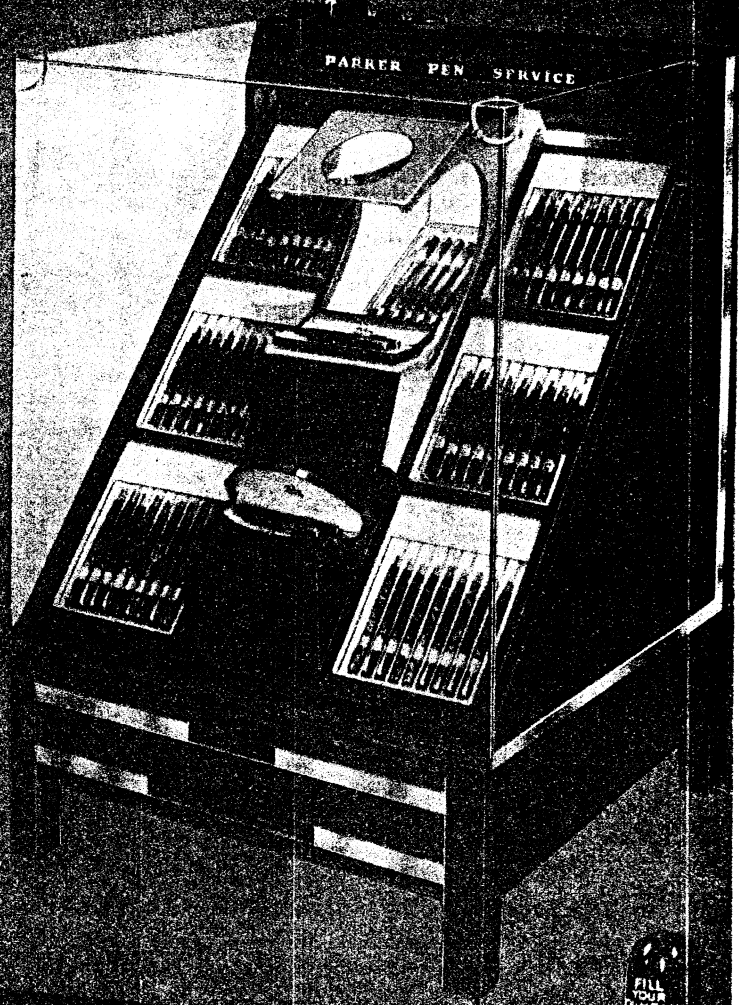
MODERN FLOOR CASES!

appeal of lighted displays, showing the merchandise with a warmth and sparkle that turns interest into purchase time and time again.

Others, built to display one-gross, two-gross, three-gross, by sheer weight of attraction build sales of their own accord. There are literally dozens of different Parker displays, each designed for its special purpose, one at least, planned to meet your own needs exactly.

To help your Pen department to better business, to build up displays that attract the eye and intrigue the mind, you should investigate Parker's Floor Case proposals now. Modern conditions of selling put a tremendous emphasis on display at the point of sale—and Parker displays exploit this circumstance to the full for the benefit of *your* balance sheet!

Enhanced by Modern Display Equipment



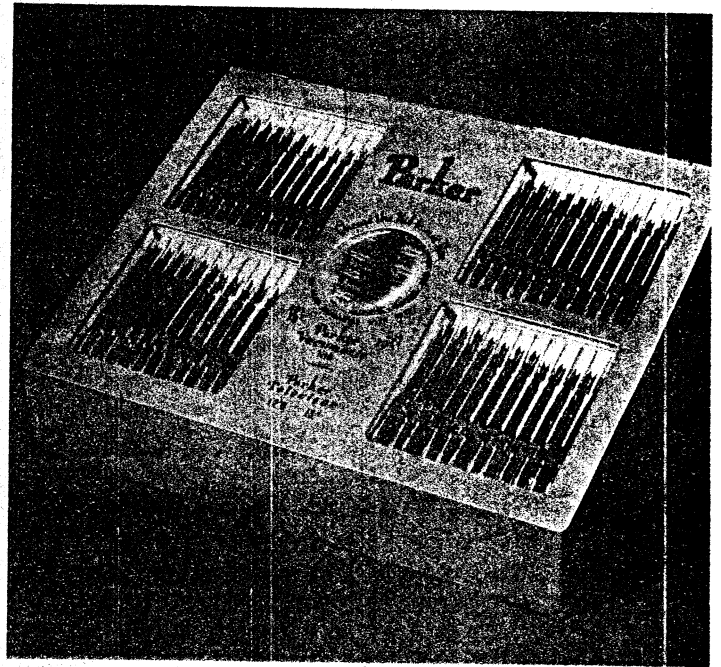
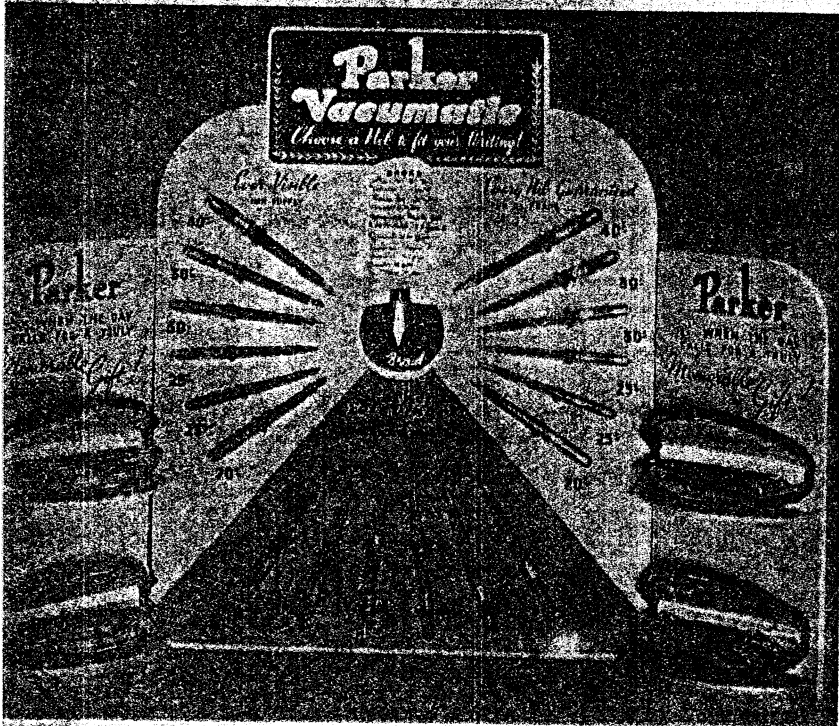
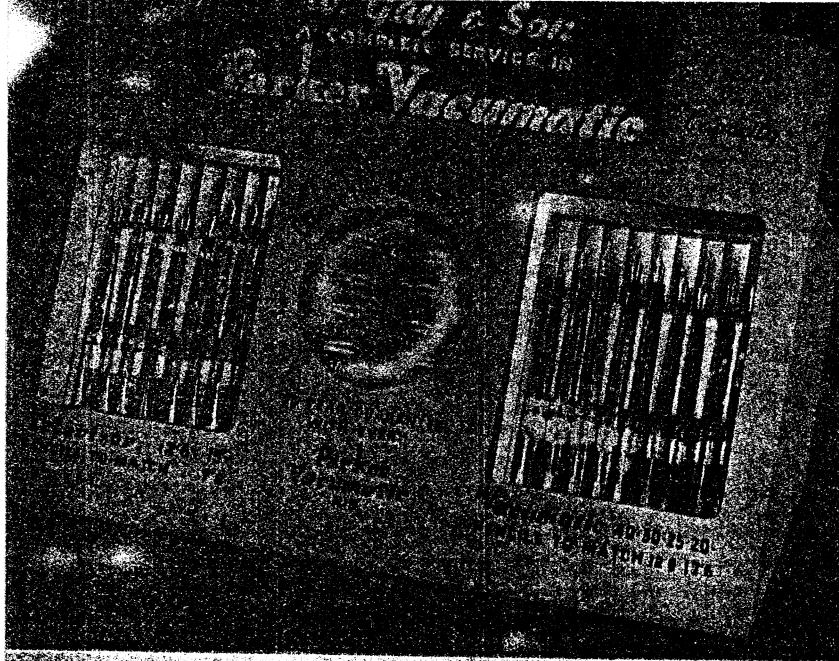
Illustrated here is Floor Case No. P.S. 332 (to hold 3 gross) which embodies every feature it has been possible to devise to date. All the merchandise is clearly seen from every angle. Trays have transparent backs, illuminated from behind showing the ink-visibility and large ink capacity of Vacuumatic pens. Concealed, shadowless illumination is *inside* the case. Two powerful magnifying glasses, also illuminated, show the various grades of Parker nibs several times enlarged. Domes at either end conceal Quink Filling Stations. Ask for details.

DISPLAYS

that bring the Shoppers Inside!

The displays on these two pages represent some of the Parker Sales Aids which have been designed for window and counter display. As will be seen from these photographs that cannot do justice to their beauty and appeal, they each possess strong selling features which cannot fail to impress all who see them.

The wooden displays are executed in a manner fitting to a line like Parker, and are highly cellulosed. Every conceivable improvement has been incorporated to enhance the beauty of the merchandise. Many include the now famous Parker feature which enables the customer to see the various Parker nibs under a powerful magnifying glass. This novel idea has been the means of stimulating interest in Parker Pens to a very marked extent. Space only permits of the inclusion of two of the cardboard displays—but these are typical of the care and thought which Parker gives to ensure that Parker is first in the public estimation. Full details regarding these displays on request.

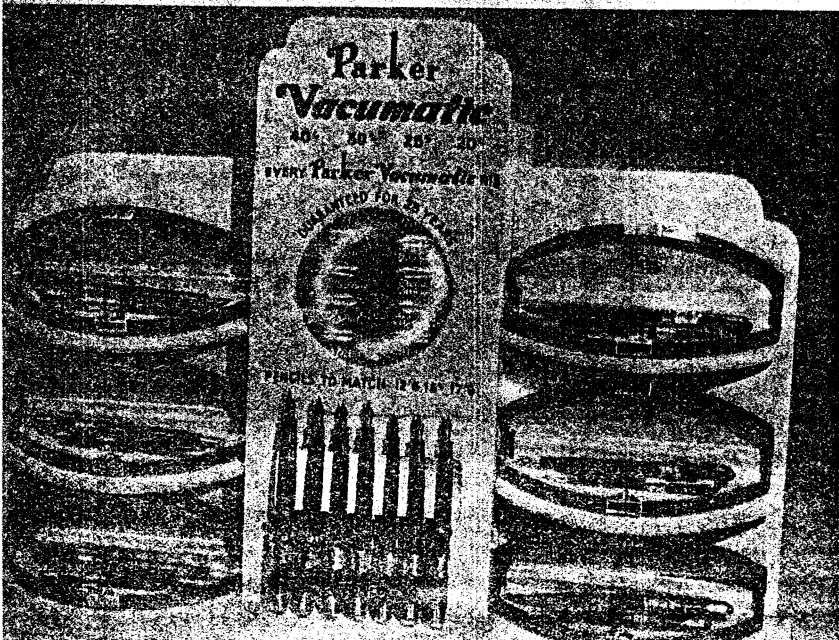


P.S.30 (top left) A convenient display for counter or window—with name of Retailer illuminated.

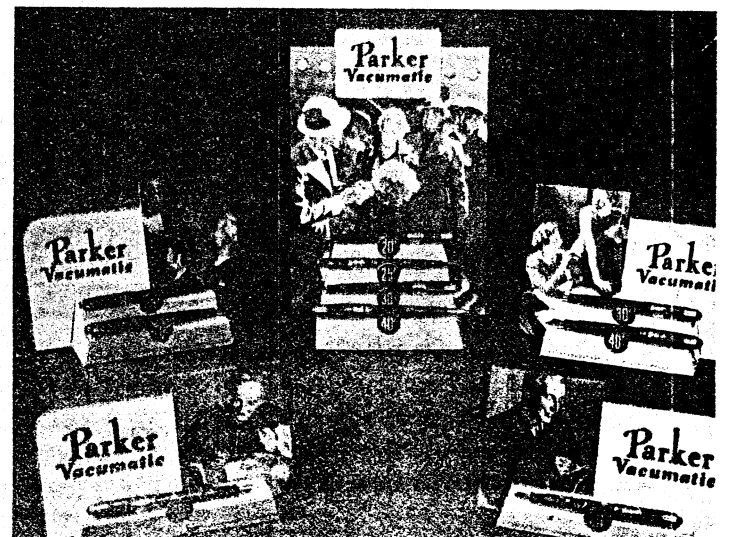
P.S.40 (above) One of the most popular flat counter displays. All trays are lighted from behind. Shows the customer a representative range in the minimum of space.

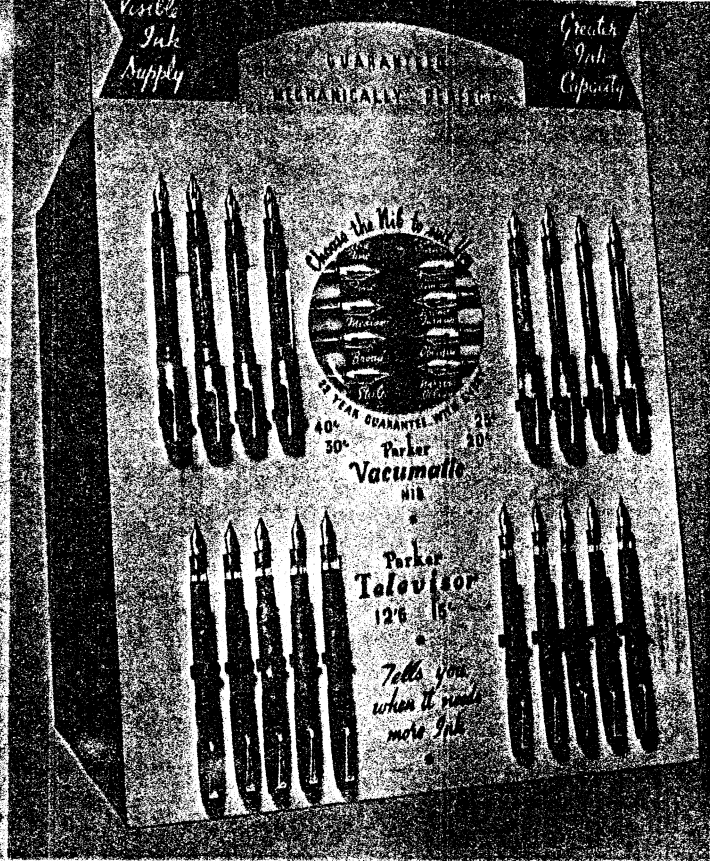
K.G.70 (left, centre) Everything focussed on the magnifying glass. Each nib style moves round in turn here you see a Broad Nib in view.

K.G.25 (lower left) This really puts Parker in the Gift class. The glittering duette sets make an irresistible appeal.



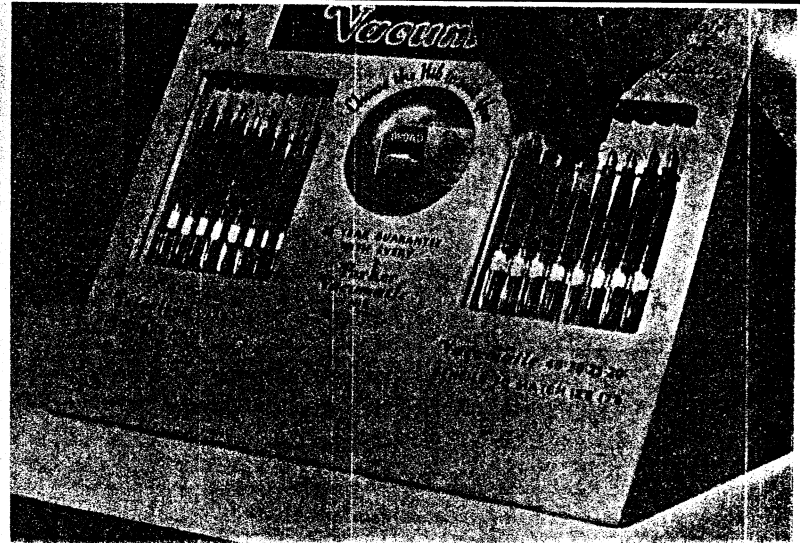
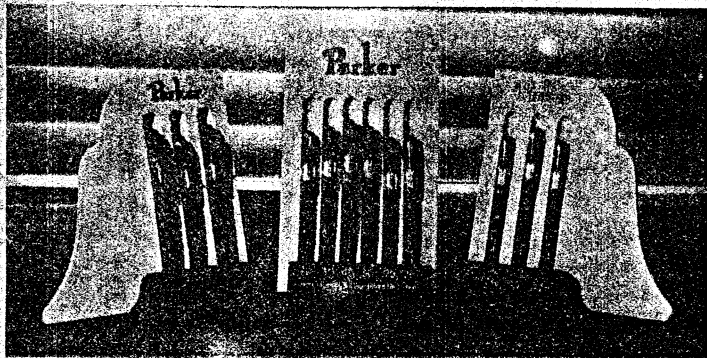
5-Piece Display (below) Made of cardboard, this display is produced in twelve colours and displays the actual pens on the little platforms. A fine sales-maker.





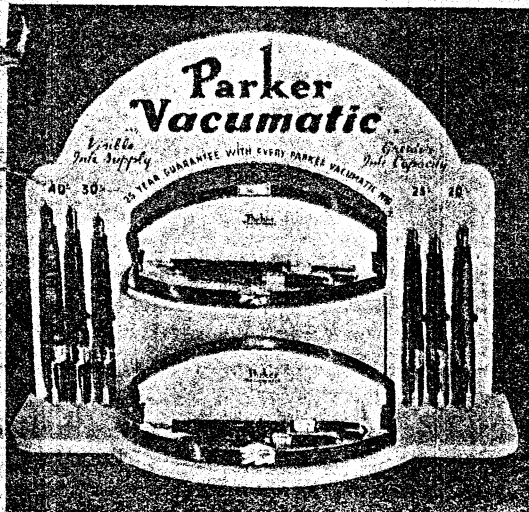
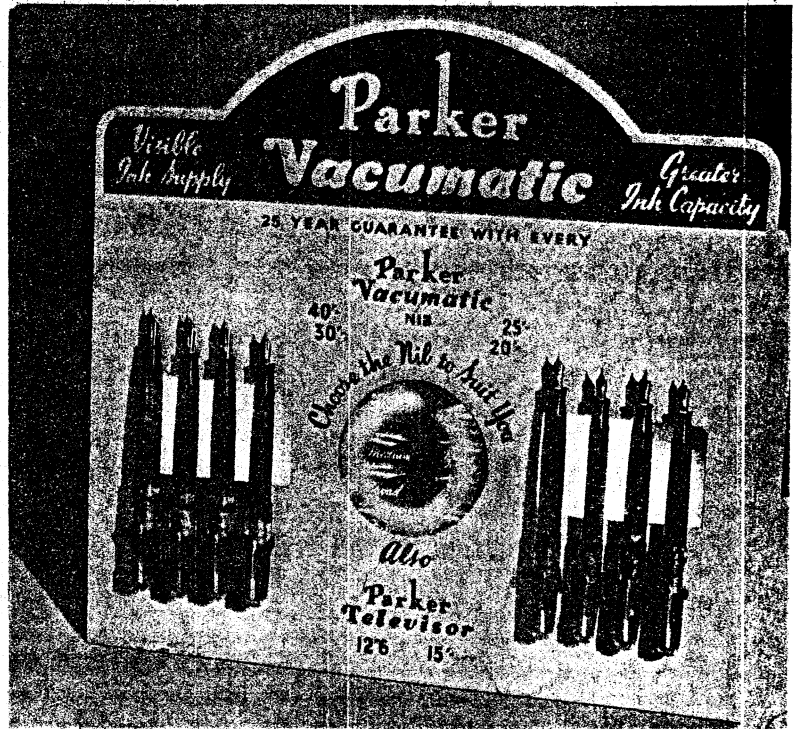
K.20 (above) Lighted glass panels show ink visibility of every pen, and magnifying glass completes the selling story.

Cellulosed Stands (below) Ideal for including in a mixed display of general merchandise. Wood, beautifully finished.



P.S. 55 (above) All the intriguing value of movement is achieved by a rotating roller which shows each nib style together with the various styles of writing which can be achieved with the particular nib portrayed.

P.S. 15 (below) A variation of some of the old displays—being a little more compact—important feature where accommodation limited. Includes magnifying glass.



V.6/2 (above) Unusual in shape, and calling for only a small stock, this display is most in demand as a centre-piece, since it lends itself to the grouping of other lines around it.



T.6/2 (above) This is a companion display for Televisor Pens and Pencils, to the Vacuum Stand illustrated alongside. Smartly designed, wood, cellulosed finished.



Quink Cut-Out Cards. On the right are shown a set of Quink cut-outs which, by an ingenious arrangement, take an actual bottle of Quink in the cut-out portion of the nibs—telling a complete selling story.